

Balboa Park Master Plan, 1989

Goals, Objectives, and Design Principles

GOALS

Create within the Park a more pedestrian oriented environment. Reduce automobile and pedestrian conflicts. Minimize through traffic.

Improve public access to the Park through an improved integrated circulation system, convenient drop-off points, better parking management, improved signage and increased security. The improved circulation system shall de-emphasize the automobile while increasing public access to the Park and Park facilities.

Preserve, enhance and increase free and open parkland and establish a program of ongoing landscape design, maintenance and replacement.

Restore or improve existing building and landscaped areas within the Park.

Preserve and enhance the mix of cultural, and active and passive recreational uses within Balboa Park that serve national, regional, community and neighborhood populations.

Preserve Balboa Park as an affordable park experience for all citizens of San Diego.

POLICIES

LAND USE

FREE AND OPEN PARK

Free and open park land is a dwindling resource which must be protected and recovered from encroaching uses whenever possible.

RECREATIONAL ACTIVITIES

Consolidate special use recreation and sports activities in the Morley-Field East Mesa area, the Zoo and the Golden Hill Recreation Center areas.

POLICIES

CULTURAL ACTIVITIES

Emphasize the Prado and Palisades areas as the center of cultural activities (museums, performing arts, arts and crafts skills, etc.) Maintain a "public park" atmosphere in all improvements and provide for both daytime and nighttime uses.

SPECIAL EVENTS

New and redeveloped facilities of the Central Mesa will be designed to accommodate multiple uses, including special events and maximum public access.

COMMERCIAL SERVICES

Commercial services within the Park shall be limited to those endeavors that enhance the park experience but are not destination oriented.

PARK TENANCY

Only those individuals, organizations or activities whose function contributes to either the visitor experience, support services, or on-site operations and maintenance of the Park shall be considered for tenancy or renewal of the lease.

PARKING

With the exception of the Organ Pavilion parking structure, existing parking areas will not be expanded and new parking facilities will not be located within the Park unless:

It is demonstrated that offsite parking and/or transportation alternatives have not, after an adequate period of testing and use, provided adequate accessibility; and

An equal or greater amount of usable open park land is recovered through the provision of parking facilities.

EXPANSION

Expansion of all Park uses, activities, and buildings will be guided by the adopted Balboa Park master Plan and:

Expansion will not encroach on open park land, landscaped areas or plazas; and Access will be provided consistent with adopted circulation policies; and

Expansion will not be approved until adoption of a final Master Plan, Financing Plan and Precise Plans which will determine allowable building envelopes and architectural design guidelines for all Park facilities.

POLICIES

CIRCULATION

ACCESSIBILITY

Accessibility to and within Balboa Park shall be increased through alternative modes of transportation including transit, inter-park shuttles, an intra-park tram, bicycle facilities, etc. When off-site parking, transit, tram, and shuttle systems provide adequate access to the Prado and Palisades areas, consider closing Cabrillo Bridge to automobiles and consider recovering the parking facilities at Alcazar Garden and Inspiration Point as productive park land, provided, however, that sufficient close-in parking is retained to accommodate the handicapped.

MANAGEMENT STRATEGIES

The capacity and efficiency of existing streets, and designated parking facilities within Balboa Park shall be increased through implementation of transportation and parking management techniques.

DESIGN

Design of street and parking facilities shall acknowledge both day and night use of the Park.

DROP OFF AND PICK UP

Adequate drop-off, pick-up emergency and service delivery access shall be provided in the Prado and Palisades areas.

PRADO AND PALISADES RESTORATION

The Prado and Palisades plazas shall be restored as pedestrian oriented plazas in which through vehicular traffic is minimized and conflicts with pedestrians are reduced.

REPLACEMENT PARKING

Replace parking displaced by the landscaping of the Prado and Palisades plazas by the construction of an Organ Pavilion parking structure. That structure shall be designed according to the following general design parameters:

The top of the structure shall not rise above the floor of the Organ Pavilion;

The structure shall be built within the existing footprint of the Organ Pavilion parking lot and will provide between 1,000 - 1,500 spaces;

All parking shall be contained within the structure, not on visible deck areas; and

The structure shall be screened from view through landscaping.

POLICIES

ADDITIONAL PARKING

Additional parking for the central mesa area of Balboa Park shall be provided through off-site shared parking facilities in a manner that supports increased transit and shuttle access to the Park.

RETENTION OF PARKING

Shared off-site parking facilities, shuttle service and transit shall be providing adequate access to the Park before any existing parking spaces are eliminated at the Inspiration Point or Alcazar Garden.

PEDESTRIANS & BICYCLES

Provide pedestrian and bicycle access into the Park from public rights-of-way and City open space.

HANDICAPPED ACCESS

Handicapped and elderly access to the park shall be ensured.

ARCHITECTURE AND LANDSCAPE DESIGN

VIEWS

Enhance major off-site view points, internal viewpoints and views from adjacent neighborhoods. Screen or buffer incompatible uses and views in a timely fashion and in a manner consistent with surrounding landscaping and Park atmosphere.

LANDSCAPE STANDARDS

Standards of the City Landscape Ordinance shall be applied as a minimum to all existing, newly constructed and rehabilitated Park structures and facilities.

LANDSCAPE THEMES

Maintain and enhance the long established landscape themes of the developed Balboa Park.

ARCHITECTURE

Expansion, rehabilitation and new construction will be designed according to adopted design guidelines such that appropriate architectural styles are incorporated or replicated and significant views, plazas, open space, design symmetry, etc. Are not disrupted.

POLICIES

HORTICULTURE

WATER RECLAMATION

Water reclamation shall be employed to protect the Park's horticulture against the possibility of severe water shortages. However, Balboa Park is not a desirable location for water reclamation facilities since priority has been given to maintaining the park in open space. Any water reclamation facilities shall be placed external to the park site.

PLANT INVENTORY

Establish an inventory of existing plant materials and their condition and ensure their replacement and care through a thorough horticultural maintenance program, including a reforestation plan to replace trees lost in past years, to wind and other natural forces.

HISTORIC PRESERVATION

PRESERVATION, MAINTENANCE AND ENHANCEMENT

Buildings, arcades, plazas and horticultural elements which contribute to the local historic designation and national historic status of the Park should be preserved, maintained and enhanced.

REHABILITATION AND NEW CONSTRUCTION

Rehabilitation and new construction should respect the historical and architectural character of the existing historic structures, arcades, plazas and horticultural element of the Park.

SAFETY AND SECURITY

SAFE ENVIRONMENT

LIGHTING

Provide adequate lighting in plazas, parking lots, along primary pedestrian routes, and in areas of nighttime activity.

IMPLEMENTATION

PLAN AMENDMENTS

Changing conditions will require that this Master Plan be amended from time to time. As a minimum, the plan should be subject to periodic review every five (5) years with the first periodic review taking place in 1993 at the end of the first planned phase of implementation.

POLICIES

DESIGN STANDARDS

Expand existing design standards to implement low maintenance design solutions.

ADVISORY GROUPS

Increase the effectiveness of advisory groups and coordination and communication among these groups.

PRECISE PLANS/GENERAL DEVELOPMENT

Based upon the approved Master Plan, Precise Plans (General Development Plans) should be developed and implemented to guide the nature and extent of future projects for the following areas:

- The Prado
- The Palisades
- Inspiration Point (Former Naval Hospital Site)
- The Central Operations Station (20th and 'B' Street)
- The Arizona Landfill
- The East Mesa area
- The Zoo parking lot

NEIGHBORING COMMUNITIES

Planning and development within Balboa Park shall consider the community plans of, and potential Park impacts on neighboring communities. In particular, planning for the East Mesa section of the Park shall be conducted in cooperation with community planning groups for the surrounding areas.

MAINTENANCE OF EFFORT

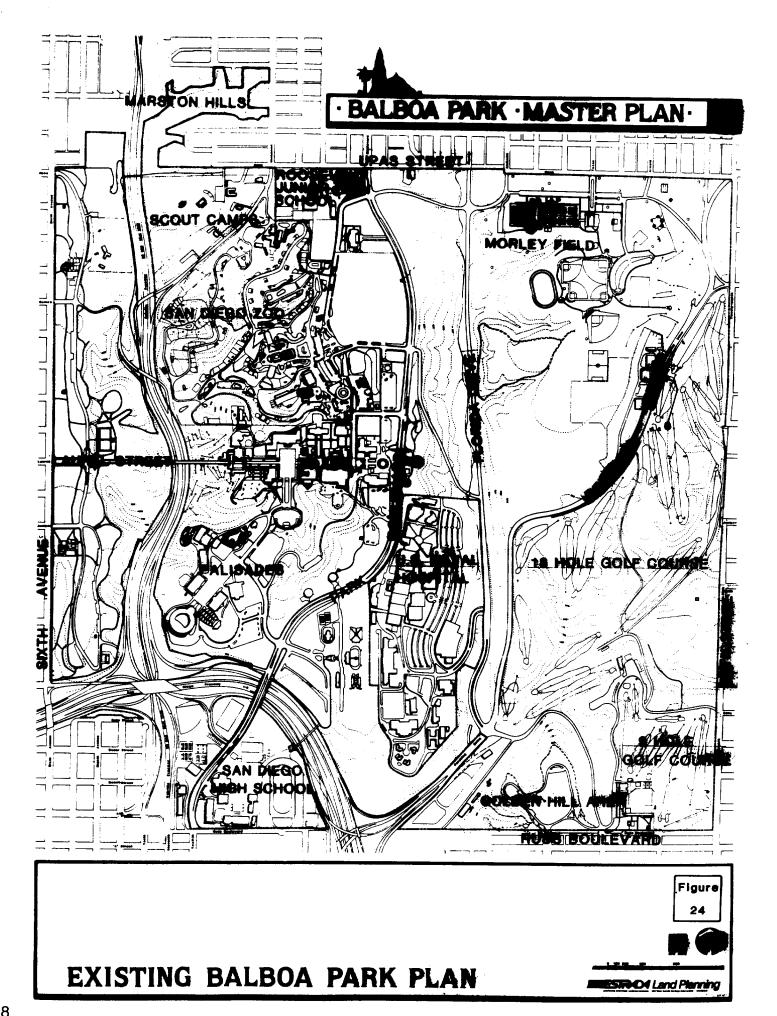
Maintain adequate levels of planning, design, improvements, maintenance and funding for all areas of the Park.

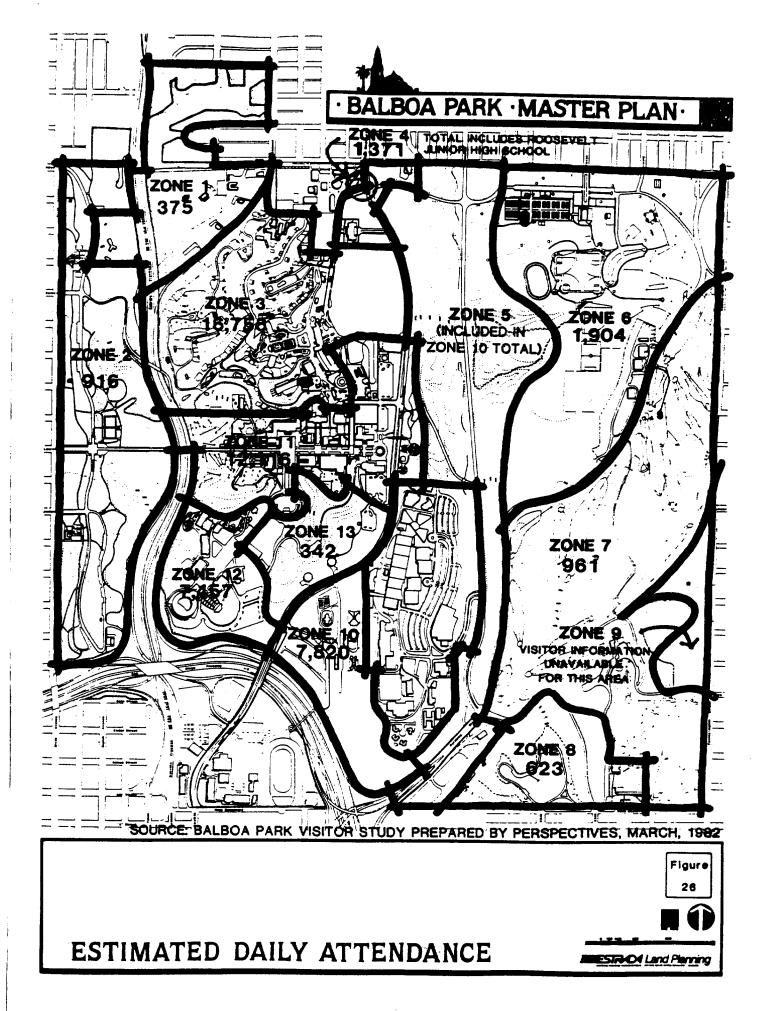
Balboa Park Central Mesa Precise Plan, 1992

Provide a wide variety of cultural activities within a public park environment.

Goals

GOALS CIRCULATION Establish a pedestrian park environment that features public transportation use while providing adequate vehicular access to and within the Central Mesa. **ARCHITECTURE** Rehabilitate and modify the architecture of the Central Mesa in a manner which preserves its historic and aesthetic significance while providing for functional needs. **LANDSCAPE** Rehabilitate and modify the Central Mesa's landscape in a manner which preserves its historic significance, accommodates a wide variety of public park activities and increases public enjoyment of the Park environment. MANAGEMENT Develop and implement an effective management program that promotes maximum public use and enjoyment of the Park. **MAINTENANCE** Develop and fund a maintenance program that will protect the public investment in buildings and grounds and facilitate maximum public enjoyment of the Park. LAND USE







Analysis - Ctrculation

TABLE 1.

EXISTING PARKING SUPPLY, MAY 1991.

PARKING LOT:	NUMBER OF SPACES
ZOO LOT	3,016
NORTH CAROUSEL LOT	3,016 99
SOUTH CAROUSEL LOT	220
NATURAL HISTORY MUSEUM LOT	101
BOTANICAL BUILDING LOT	29
PLAZA DE PANAMA	74
ALCAZAR GARDEN LOT	141
CASA DE BALBOA LOT	92
FLEET SPACE THEATER LOT	. 168
PEPPER GROVE LOT	118
ORGAN PAVILION LOT	323
PAN AMERICAN PLAZA LOT	294
FEDERAL/AEROSPACE LOT	533
GOLD GULCH LOT	54
SUB-TOTA	
ZOO PLACE PARKING SPACES	120 +
PARK BOULEVARD PARKING SPACES	360 +
VILLAGE PLACE PARKING SPACES	80 +
_	
SUB-TOTAI	L: 560 +
INSPIRATION POINT LOTS	1,232
TOTAL PARKING SPACES	7,098 +

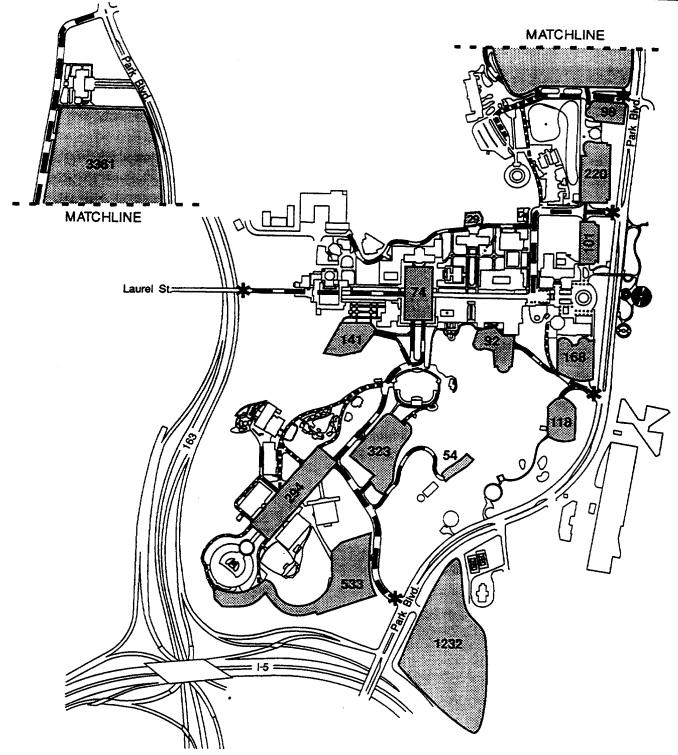
Alternative Modes of Transportation

San Diego Transit operates bus route 7 along Park Boulevard and routes 16 and 25 along Fourth and Fifth Avenues.

Opening ceremonies for the Park tram were conducted April 1991. The tram route begins at the Inspiration Point parking lot and extends to the Sixth Avenue and Laurel Street intersection. Tram stops are located throughout the Central Mesa. Transit stop locations and the tram route are shown in Figure 19.

Several tour companies visit the Central Mesa, ranging from large tour buses to the Old Town Trolley. The Central Mesa is accessible by bicycle and there are a few portable bike racks located throughout the study area. Bicycles are subject to the same regulations as vehicles in the Park. At present the Central Mesa does not provide for adequate bicycle storage. A few special event organizers have created temporary supervised bicycle parking areas which have been very successful.





Existing Vehicular Circulation and Parking

Vehicular Access Points

(XXX) Number of Vehicular Parking Spaces per Lot

Vehicular Circulation

--- Service Only

13 June 1991 Figure







·BALBOA PARK·CENTRAL MESA PRECISE PLAN

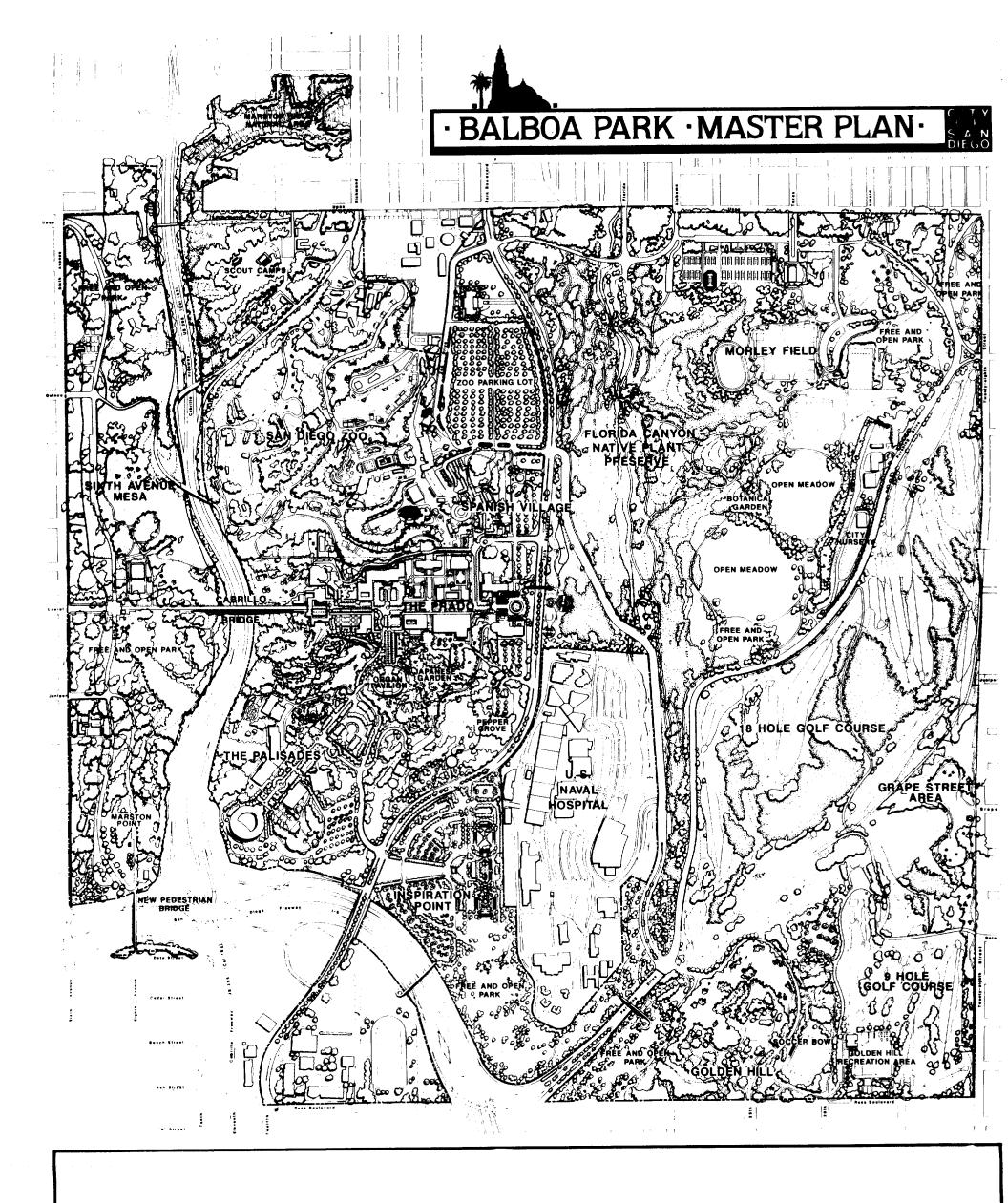
Precise Plan - Circulation

TABLE 2. (see Table 1 for existing parking supply)

PROPOSED PARKING SUPPLY, JUNE 1991.

PARKING LOT:	NUMBER OF SPACES	
ZOO LOT NORTH CAROUSEL LOT SOUTH CAROUSEL LOT NATURAL HISTORY MUSEUM LO ALCAZAR GARDEN LOT CASA DE BALBOA LOT FLEET SPACE THEATER LOT PEPPER GROVE LOT ORGAN PAVILION PARKING GA FEDERAL/AEROSPACE LOT GOLD GULCH LOT CENTRO/WORLDBEAT LOT		3,016 91 234 102 137 119 167 125 -1,500 531 38 11
ZOO PLACE PARKING SPACES PARK BOULEVARD PARKING SPA	SUB-TOTAL: 5,571	- 6,071 120 + 340 +
INSPIRATION POINT LOTS	SUB-TOTAL:	460 + 1,232
TOTAL PARKING SPACES:	7,263 -	7,763 +

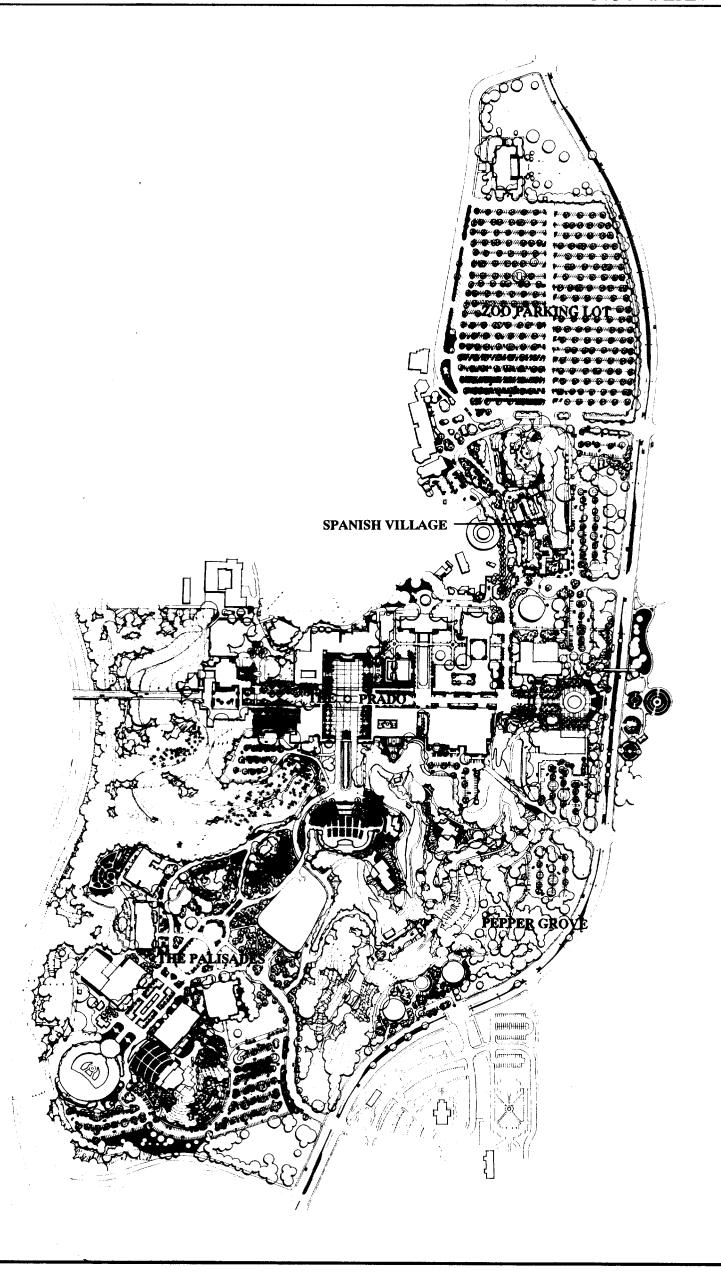
^{*} Organ Pavilion parking garage designed to accommodate 1,000 - 1,500 parking spaces.



·MASTER PLAN· ILLUSTRATIVE·







Central Mesa Illustrative

13 June 1991







THE WORLD-FAMOUS SAN DIEGO ZOO

The 100-acre World-Famous San Diego Zoo is operated by the not-for-profit Zoological Society of San Diego. The Zoological Society, dedicated to the conservation of endangered species and their habitats, engages in conservation and research work around the globe. The Zoological Society also manages the 1,800-acre San Diego Wild Animal Park (more than half of which has been set aside as protected native species habitat) and the Center for Reproduction of Endangered Species (CRES), and is working to establish field stations in five key ecological areas world-wide.

THE MISSION:

The Zoological Society of San Diego is a conservation, education and recreation organization dedicated to the reproduction, protection and exhibition of animals, plants and habitats.

THE WORLD-FAMOUS SAN DIEGO ZOO'S GOAL:

The goal of the San Diego Zoo is to provide larger, more naturalistic exhibits for the preservation and conservation of the rare and endangered species of plants and animals in its care.

FACTS ABOUT THE ZOOLOGICAL SOCIETY OF SAN DIEGO:

- Animals are displayed at two unique parks in bioclimatic zones that include plants and animals representing natural habitats from around the world.
- The Zoological Society operates a science and conservation division which includes the world-renowned Center for Reproduction of Endangered Species (CRES) and international conservation efforts on six of the world's seven continents in more than 65 countries.
- Membership is the largest of any zoological facility in the world (255,000 household members and 140,000 children).
- ♦ The Zoo and Wild Animal Park are home to one of the world's rarest, most exotic and diverse animal collections including giant pandas, koalas, pygmy chimpanzees, Chacoan peccaries, California condors and Komodo dragons.
- ♦ The San Diego Zoo has more than 4,000 animals representing 800 species and subspecies.
- ♦ The Zoo is a botanical garden representing 6,500 plant varieties.
- ♦ The Zoo is accredited as a museum by the American Association of Museums with collections of animals, plants and photographs.
- In the last 10 years, 2 million students have benefitted from education programs, including free admission at the Zoo, Wild Animal Park and in school classrooms. The \$10 million cost of these community education programs has been paid by the Zoological Society.
- More than three million people visit the San Diego Zoo each year.

WAR MEMORIAL BUILDING

ANNUAL STATISTICS

The War Memorial Building lawn area is home to several drop in programs and general users. These groups utilize the lawn areas 7 days a week, 365 days a year, on a first come first serve basis.

Wedding Receptions

Reunions

Soccer Practices

Roosevelt Jr. High Classes

Weddings

Dog Obedience Classes

Volleyball Games

Organized Sports Contests

In addition, the War Memorial Building is host to several annual events held on the exterior lawns. These include:

MOMS Picnic

Disabled Services Sports Day

Deaf Community Services

Law Enforcement Day

Blind Recreation Center Events

NARFE Picnic

Mineral and Gem Picnic

Park and Recreation Training

Rock and Roll Marathon

San Diego Liver Foundation Walk

American Heart Walk

Cinco De Mayo

Canine Frisbee

California Dental Society Expo

San Diego Police Department Expo

Disabled Services Rummage Sale

Fern Street Circus

National Night Out

Disabled Services Carnival

Walk for Autism

Down Syndrome Buddy Walk

Indoor events are scheduled daily from 8:00 a.m. to 11:00 p.m., 7 days a week, annually. A typical month may include but is not limited to the following:

San Diego Square Dance Association

Disabled Services Activities (3 rooms)

Recovery Games

Roosevelt Jr. High Dances

Flying A Square Dance Association

NARFE Meetings

Ballroom Dance Association

City of San Diego Diversity Meetings

Lighthouse Square Dance Association

Night Out Meetings

Deaf Sr. Citizen Activities

Park and Recreation Trainings

Hang Glider Association Meetings

Round Dance Association

Single Squares

Scottish City Dancers

Disabled Services Leisure Seekers

Blind Recreation Center Activities

Volunteer Recognition Meetings

Reels and Squares Dance Group

Domestic Violence Meetings

Zoo/Park Meetings

DAV Meetings

CAC Writing Classes

82nd Airborne Aux. Meetings

Disabled Services Tot Activities

American Legion Veterans
Paws'itive Teams
Starlight Auditions
Disabled Services Independent Club
CREA Board Meetings
TREC Meetings
Fleet Reserve Association
Park and Recreation Dance Classes

Daughters Union Veterans
Senior Stages
CAC Art Classes
San Diego Voiture Association
HIV Consumer meetings
Disabled Services Teen Club
HIV Steering Committee

Although conservative in nature, the War Memorial Building services approximately 222,000 patrons annually in the interior portion of the facilities. The exterior portion of the War Memorial Building facilitates approximately 100,000 patrons associated with regular user groups, special interest groups, party planners and drop in users.

MORLEY FIELD SPORTS COMPLEX

AMENITIES/USER GROUPS

Morley Field is located at the corner of Texas Street and Upas Streets which is the northeast corner of Balboa Park. Listed below are the amenities associated with Morley Field.

Balboa Tennis Club

Sandieson Senior Citizens Center

Archery Range

Morley Field Velodrome

Group Picnic Areas

Disc Golf Course

Petanque Courts

Golden Hill Park Grape Street Park

Balboa Park Municipal

Golf Course (9 hole)

Bud Kearns Swimming Pool

Tiny Tot Play Area

Multipurpose Ball Fields (4) Florida Canyon Native Trails

Boccie Courts
Fitness Parcourse

Golden Hill Recreation Center

Bird Park

San Diego City College Baseball Complex

Balboa Park Municipal Golf Course (18 hole)

The Morley Field Sports Complex is home to several local youth and adult sports associations which utilize the multipurpose facilities 7 days a week, 52 weeks a year from the hours of 9:00 a.m. until 6:00 p.m. These groups have had a long standing tradition dating back to the mid 1930's. They include

North Park Little League

American Youth Soccer

San Diego Mesa Soccer San Diego Unified School District

Our Lady of Peace High School

San Diego City College

San Diego State University

Pioneer Pony League San Diego United Soccer

North Park Pop Warner Football

St. Augustine High School San Diego Mesa Jr. College

University of California at San Diego

Morley Field also offers City Wide Adult Men's, Adult Women's and Coed Softball leagues which utilize the multipurpose facility four nights a week, 52 weeks a year from the hours of 6:00 p.m. until 10:00 p.m.

Uptown Community

	1995	2020
AREA OF COMMUNITY (Acres)	2,684	2,684
POPULATION	38,370	56,602
Population within 1.5 mi. of Balboa Pk	36,500	54,800
Population within 0.5 mi. of Balboa Pk	15,900	23,450
LAND USE		
Residential (units)		
Single-family	6,661	5,463
Multi-family	14,773	24,967
Commercial (acres)	257	234

TRANSPORTATION

Major Streets over capacity (1999 data)

6th, SR 163-Mercy Hospital University, Albatross-6th Washington, 5th-SR 163 India, I-5-Vine

San Diego, Washington-I-5

Collector Streets over capacity (1999 data)

Robinson, 6th-SR 163 Robinson, 10th-Vermont Robinson, SR 163-10th

BIKEWAYS AND BIKE LANES

(access to Balboa Park)

Planned

Existing 6th
Prado
Richmond

Park Blvd

PEDESTRIAN ACCESS TO BALBOA PARK

Yes

ISSUES FOR THE FUTURE

- 1. Inadequate Parks and decreased ability to buy lands due to cost
- 2. Concern with expanded leaseholds in Balboa Park
- 3. Park use intensification is changing established traffic patterns and impacting residential neighborhoods
- 4. More safe bike lanes and paths in the Park
- 5. Optimizing mass transit into the Park
- 6. Poorly located and visually intrusive parking areas
- 7. Crime issues around large, empty buildings, specifically parking structures
- 8. Joint use of public facilities
- 9. View enhancement to and through the Park
- 10. Balboa Park serves community needs. Loss of acreage will have an impact on communities.

POPULATION BASED PARK ACREAGE REQUIREMENTS PER THE GENERAL PLAN

- Community Parks: Typically serve 18,000 to 25,000 residents within 1 ½ mile radius. Required acreage is 13 useable acres if adjacent to a Junior High School and 20 acres if not adjacent (Elementary and High Schools do not count for Community Parks.)
- Neighborhood Parks: Typically serve 3,500 to 5,000 residents with ½ mile radius. Required 2. acreage is 5 usable acres if adjacent to an Elementary School and 10 acres if not (Junior High Schools and High Schools do not court for Neighborhood Parks).

EXISTING PARKS

Mission Hills Pioneer Memorial 1.

Neighborhood Park

11.27 acres

2. Trolley Barn Park* Neighborhood Park

3.46 acres

*Shared with Greater North Park Community

3. Balboa Park**

6th Avenue

100 acres

Presidio Park** 4.

49.7 acres

**Balboa Park and Presidio Park are Resource Based Parks and not Population Based Parks and therefore the City does not count Balboa Park and Presidio Park as part of the required acreage for population based parks.

EXISTING SCHOOLS/JOINT USE AGREEMENTS WITH THE CITY

Grant Elementary School/Joint Use

Yes, a building for Volleyball

Florence Elementary School/Joint Use

No

Roosevelt Junior High/Joint Use

No

Birney Elementary School

No

1995 POPULATION AND PARK ACREAGE REQUIREMENTS

Population: 38,370 (SANDAG 1995 @ 0% vacancy) Park Requirements: 1.75-Community Parks (35 acres)

and 9-Neighborhood Parks (90 acres)

Existing Parks: 0-Community Park (35 acres short)

and 2-Neighborhood Parks (14.73 acres, 75.27 acres short)

Note: 110.27 usable acres short in the year 1995

2020 POPULATION AND PARK REQUIREMENTS

Population: 56,602 (SANDAG 2020 @ 0% vacancy)

Park Requirements: 2.6-Community Parks (52 acres)

and 13.2-Neighborhood Parks (132 acres)

Total Acreage Required for 2020: 184 useable acres

Existing Acreage: 14.73 usable acres, not including Balboa Park

Note: 169.27 usable acres short in the year 2020

Greater Golden Hill Community

		1995	2020
AREA OF COMMUNITY (Acres)		739	739
POPULATION		20,038	22,521
Population within 1.5 mi. of Balboa I	Pk	20,038	22,521
Population within 0.5 mi. of Balboa I	Pk	18,400	20,700
LAND USE (Units)			
Residential		2.514	2 254
Single-family		2,514	2,354
Multi-family		4,413	5,293 31
Commercial (acres)		21	31
TRANSPORTATION Collector Streets over capacity (1999)	data) 25 th , F-G		
	30th, B-Broadway		
	F, 22nd-I-5		
	Fern, Ash-Beech		
BIKEWAYS AND BIKE LANES (access to Balboa Park)			
Existing		25 th	
		Beech	
		Ceder	
Planned			None
PEDESTRIAN ACCESS TO BALBOA PA	ARK	Yes	

ISSUES FOR THE FUTURE

- 1. Inadequate Parks and decreased ability to buy lands due to cost
- 2. Concern with expanded leaseholds in Balboa Park
- 3. Park use intensification is changing established traffic patterns and impacting residential neighborhoods
- 4. More safe bike lanes and paths in the Park
- 5. Optimizing mass transit into the Park
- 6. Poorly located and visually intrusive parking areas
- 7. Crime issues around large, empty buildings, specifically parking structures
- 8. Joint use of public facilities
- 9. View enhancement to and through the Park
- 10. Balboa Park serves community needs. Loss of acreage will have an impact on communities.

POPULATION BASED PARK ACREAGE REQUIREMENTS PER THE GENERAL PLAN

- 1. Community Parks: Typically serve 18,000 to 25,000 residents within 1 ½ mile radius. Required acreage is 13 useable acres if adjacent to a Junior High School and 20 acres if not adjacent (Elementary and High Schools do not count for Community Parks.)
- 2. Neighborhood Parks: Typically serve 3,500 to 5,000 residents with ½ mile radius. Required acreage is 5 usable acres if adjacent to an Elementary School and 10 acres if not (Junior High Schools and High Schools do not court for Neighborhood Parks).

EXISTING PARKS

1. Balboa Park*

Golden Hill Recreation Center 5.43 acres
Golden Hill Park 38.6 acres
29th Street Area and Grape Street 14.0 acres

*Balboa Park is a Resource Based Park and not a Population Based Park and therefore the City does not count Balboa Park as part of the required acreage for population based parks.

EXISTING SCHOOLS/JOINT USE AGREEMENTS WITH THE CITY

Brooklyn Elementary School/Joint Use No Joint Use

1995 POPULATION AND PARK ACREAGE REQUIREMENTS

Population: 20,038 (SANDAG 1995 @ 0% vacancy) Park Requirements: 0.80-Community Parks (16 acres)

and 3.2-Neighborhood Parks (32.1 acres)

Existing Parks: 0-Community Park (16 acres short)

and 0-Neighborhood Parks (32.1 acres short)

Note: 48.1 usable acres short in the year 1995

2020 POPULATION AND PARK REQUIREMENTS

Population: 22,521 (SANDAG 2020 @ 0% vacancy)
Park Requirements: 0.91-Community Parks (18.2 acres)

and 3.6-Neighborhood Parks (36 acres)

Total Acreage Required for 2020: 54.2 useable acres

Existing Acreage: 0 usable acres, not including Balboa Park

Note: 54.2 usable acres short in the year 2020

Greater North Park Community

	1995	2020
AREA OF COMMUNITY (Acres)	2,258	2,258
POPULATION	49,524	58,965
Population within 1.5 mi. of Balboa Pk	48,900	58,200
Population within 0.5 mi. of Balboa Pk	9,500	11,400
LAND USE (Units)		
Residential		
Single-family	8,658	8,418
Multi-family	14,665	18,737
Commercial (acres)	126	92

TRANSPORTATION

Major Streets over capacity (1999 data)

University, I-805-Boundary University, Utah-Kansas University, 30th-Ohio University, 32nd-Bancroft Park, Monroe-Mission

Collector Streets over capacity (1999 data)

Adams, 30th-Boundary Adams, Utah-Kansas Boundary at Landis

BIKEWAYS AND BIKE LANES

(access to Balboa Park)

Existing Planned	None	To Morley Field Park Blvd
PEDESTRIAN ACCESS TO BALBOA PARK	Yes	

ISSUES FOR THE FUTURE

- 1. Inadequate Parks and decreased ability to buy land due to cost
- 2. Concerned with expanded leaseholds in Balboa Park
- 3. Park use intensification changing established traffic patterns and impacting residential neighborhoods
- 4. More safe bike lanes and paths in the Park
- 5. Optimizing mass transit into the Park
- 6. Poorly located and visually intrusive parking areas
- 7. Crime issues around large, empty buildings, specifically parking structures
- 8. Joint use of public facilities
- 9. View enhancement to and through the Park
- 10. Balboa Park serves community needs. Loss of acreage will have an impact on communities

POPULATION BASED PARK ACREAGE REQUIREMENTS PER THE GENERAL PLAN

- 1. Community Parks: Typically serve 18,000 to 25,000 residents within 1 ½ mile radius. Required acreage is 13 useable acres if adjacent to a Junior High School and 20 acres if not adjacent (Elementary and High Schools do not count for Community Parks.)
- 2. Neighborhood Parks: Typically serve 3,500 to 5,000 residents with ½ mile radius. Required acreage is 5 usable acres if adjacent to an Elementary School and 10 acres if not (Junior High Schools and High Schools do not court for Neighborhood Parks).

EXISTING PARKS

North Park Recreation Center
 Montclair
 Trolley Barn Park*
 Community Park 8 acres
 Neighborhood Park 7.2 acres
 Neighborhood Park 3.46 acres

*Shared with Uptown Community

4. Balboa Park**

Morley Field Recreation Center &

47.3 acres

Bird Park

**Balboa Park is a Resource Based Park and not a Population Based Park and therefore the City does not count Balboa Park as part of the required acreage for population based parks.

EXISTING SCHOOLS/JOINT USE AGREEMENTS WITH THE CITY

Garfield Elementary School/Joint Use

In Process

North Park Elementary School/Joint Use

Yes, Hardcourts and Lawn area

Jefferson Elementary School/Joint Use

No Joint Use

McKinley Elementary School/Joint Use

No Joint Use

1995 POPULATION AND PARK ACREAGE REQUIREMENTS

Population: 49,524 (SANDAG 1995 @ 0% vacancy) Park Requirements: 2.3-Community Parks (46 acres)

and 11.3-Neighborhood Parks (113 acres)

Existing Parks: 1-Community Park (8 acres, 38 acres short)

and 2-Neighborhood Parks (10.6 acres, 102.4 acres short)

Note: 140.4 usable acres short in the year 1995

2020 POPULATION AND PARK REQUIREMENTS

Population: 58,965 (SANDAG 2020 @ 0% vacancy)

Park Requirements: 2.65-Community Parks (53 acres)

and 13.6-Neighborhood Parks (136 acres)

Total Acreage Required for 2020: 189 useable acres

Existing Acreage: 18.6 usable acres, not including Balboa Park

Note: 170.4 usable acres short in the year 2020

PROPOSED BALBOA PARK MASTER PLAN AND PRECISE PLAN AMENDMENTS AND THE ZOOLOGICAL SOCIETY OF SAN DIEGO LEASEHOLD EXPANSION

WORKING GROUP PURPOSE

The Working Group is responsible for developing options which integrate the needs and interests of the Zoo, other Balboa Park institutions, users and neighbors, and the San Diego Community at large.

(Convening Report, p. 18).

Our interpretation:

- 11. Develop the best options for any potential Zoo proposal that reflects the interest of all Balboa Park stakeholders.
- 12. Identify the implications and opportunities of these options.
- 13. Explore ways to address the identified implications and opportunities.
- 14. Advise the City on criteria for evaluating proposed amendments taking into consideration the intent of the Balboa Park Master Plan and the Central Mesa Precise Plan.
- 15. Advise the Zoo on issues related to the project.

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WORKING GROUP OPERATING PROCEDURES

- 1. Consensus building process (work towards consensus).
 - Goal is not 100% agreement.
 - Creative and collaborative discussions.
 - Process does not include negotiation or voting.
- 2. City manages process, but not the outcome.
 - Provide staff support to the Working Group.
 - Role of staff is to provide advice on technical information,
 supply materials, set up, distribute minutes, etc.
- 3. Provide the opportunity for public participation and input that encourages trust.

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WORKING GROUP GROUND RULES

- 1. Ensure everyone's position is heard and understood.
- 2. State position but be willing to change it.
- 3. Ask inquiring/clarifying questions.
- 4. Understand problems versus solve them.
- 5. Comments and questions are productive and well meaning, not attacking or nit-picking.
- 6. Facilitator call question on use of time.
- 7. Equal opportunities to speak on issues.
- 8. Don't personalize issues.
- 9. Don't interrupt.
- 10. Trust: assume positive intent.
- 11. Come prepared.
- 12. Start on time; end on time.
- 13. Represent your group report to group and bring their questions forward.
- 14. Avoid polarizing or antagonistic behavior.
- 15. Avoid side conversations.
- 16. Respect each other's opinions.
- 17. Turn off cell phones pagers on "stun".
- 18. Actively participate without monopolizing the conversation.
- 19. If unable to attend, take responsibility for getting back up to speed.
- 20. Monitor ground rules and help keep group focused on our purpose.

The charrette process as an agent for change

A veteran leader of new urbanist design charrettes shares secrets to successful planning events.

BILL LENNERTZ

he term charrette is being used these days to describe anything from a fifteen minute presentation to a week-long, 14-hour-a-day design marathon. A charrette is not as simple as getting everyone around a map and handing out pens. A real charrette brings about real change change to a plan, change in people's understanding of a problem, and even political change.

A charrette is a rigorous and inclusive planning process

undertaken by an interdisciplinary design team over a brief time period. The term charrette is derived from a French word meaning "little cart." At the Ecole des Beaux Arts in Paris during the 19th century, proctors circulated with carts to collect final drawings, and students would jump on the charrette and frantically put finishing touches on their drawings. This intense burst of activity is similar to the environment of the charrette process.

The result of the modern charrette is not just momentary, but profound change. After a charrette, people have been heard to say: "I

have been practicing transportation engineering for 20 years and until today I never knew why the fire department needs 20 feet of street clearance," or "Now I understand why alleys are so important," or "This is the most exciting professional experience I have had since college," and "I may not agree with the entire proposal, but my concerns were listened to and considered; I like how I was treated." Achieving such change requires a carefully planned and orchestrated process that starts well before the actual charrette and continues long after it.

PRINCIPLES OF THE CHARRETTE **PROCESS**

Involve everyone from the start. Anyone who might build, use, sell, approve or attempt to block the project should be included. When involved at the inception, people are more likely to contribute their unique talents and viewpoints for the betterment of the project. Local citizens, officials, and approval board representatives meet and work with the design team throughout the charrette to create a plan which incorporates their concerns. The charrette process gives the plan mutual authorship and a vision shared by all participants. This is especially important for those who will officially review the plan for a public agency or body. Having contributed to it, they are in a position both to understand and to support its rationale. This approach is initially more work, but, in the long run, it will save time in rework and most certainly produce a higher quality product with a greater chance of implementation.

Work concurrently and cross-functionally. All design work must be done concurrently by a team that usually includes architects, planners, engineers, economists, market experts, staff, and citizens, incorporating user

> input, so that decisions are realistic every step

of the way.

Work in Short Feedback Loops. A feedback loop happens when a design is proposed, reviewed, changed, and represented for further review. The shorter this cycle, the greater the level of influence and buy-in by the reviewing parties. In conventional planning processes, the design team presents plans to the community and input is gathered through surveys or discussion groups. The designers then retreat their office and return weeks later with a revised plan. Often

during these weeks, some degree of misunderstanding occurs in the community. People who attended the meeting come away with different understandings. People, who don't like to speak in public, speak to others in the parking lot afterwards. The result is often a crystallization of opinions against the plan that send the design team back to step one. In a charrette, the participants are told to come back the next evening to review the changes, where misunderstandings are resolved before they have had a chance to crystallize. With conventional planning methods the design and feedback cycle can last up to four to six weeks. The charrette shortens it to 24 hours.

Work in Detail. True buy-in can only be achieved by designing in detail. This way the critical issues surface and are addressed. This can only be accomplished by looking at the details (building types, block sizes, and public



The design team gathers field research early in the charrette.

A few helpful charrette techniques

Bus Tours. Get all interested parties and key stakeholders on a bus and visit places that can serve as models for the project. When the discussion turns to something as specialized, yet critical, as curb radii, referring to a particular corner in a nearby town can quickly bring clarity to the problem.

Crowd Control. How do you handle an unpredictable flow of people visiting the studio and get anything done? A core production team needs to be working continuously. Therefore, someone should be assigned to greet visitors. Information is delivered to the design team from the greeter.

The Charrette Gallery. One way to involve a large number of visitors is to establish a gallery of ongoing work at the entrance area of the charrette studio. When visitors arrive they are greeted and shown the ongoing work without disturbing the design team. The greeter explains the work and records their ideas. Of course, anyone with an important role, such as adjacent landowners or political representatives may need to work with a designer, but generally these people are involved through scheduled meetings.

space) and the big picture (site circulation, transit, land use, and major public amenities), concurrently. Studies at these two scales also inform each other and reduce the likelihood that a fatal flaw will be overlooked in the plan.

THE FOUR STEP CHARRETTE PROCESS

Step one: start-up. The project team holds a one-day meeting to design the charrette process and reach agreement on desired outcomes of the charrette, a list of key stakeholders, outreach plans, schedules, roles and responsibilities, and the preparation plan for the charrette. The first public meeting is planned and scheduled. The underlying mission here is to ensure that all the right information and all the right people are at the charrette.

Step Two: research, education, and concepts. At the charrette, the team needs to be confident that it has all the resources necessary to make accurate design and strategy decisions. To ensure this, all relevant base data are collected and analyzed, participants are educated about the project, the process, and their role in it, and input is gathered from stakeholders. A kickoff public meeting is held to introduce the project and to ask citizens for their opinions of the base data, their interest in the project, and their needs. It is essential that all participants be treated with respect. People should leave the meeting wanting to come back.

Some initial development concepts are often sketched and tested in-house, as part of step two, for purposes of determining a range of feasible options, exposing areas requiring further research, and to allow the designers to get their hands dirty with the project so that they can work more efficiently during the charrette.

Step Three: charrette. The design team establishes a full working studio on or near the site, complete with drafting equipment, supplies, computers, copiers, and fax machines. Design, engineering, production, marketing, sales, and all levels of project management are assembled for approximately one week. The first day features tours of the site followed by a team meeting and meetings with key individuals. In the evening a public meeting is held featuring a lecture on the principles of town planning followed by a public discussion. During the following days, a core design team is working on developing the plan

while meetings are held with staff, landowners, developers, and interested citizens. The plans are continually revised in response to the constant flow of input both from participants and from other team members. The studio is open to the public at all times.

On one or more evenings there is an open public review of the day's work, resembling a traditional architectural "pin-up." These sessions provide the crucial short feedback loops. Because all stakeholders are present, everyone's perspective is heard and the perceptions of problems change. Participants learn that the project is more complex than they first thought, and that other needs must be accommodated. People should feel that their concerns are legitimate and have been addressed in the plan.

The charrette ends with a final public presentation. The entire plan is presented in slide format. For those who have followed the charrette from the first evening, the impact is dramatic. Virtually all final presentations end with a round of applause from the local participants who appreciate the sincere work of the design team, who have lived in their town for a week. Some presentations have been held in conjunction with city council meetings. At one memorable charrette held in Stuart, Florida, the council voted to accept the charrette recommendations on the spot.

Step Four: review, revise, and finalize. After the charrette, the sponsors and participants must quickly review the work, make any necessary adjustments, and get back to the public for a last look. A final public review is held, sometimes on two consecutive evenings with a team work session in between. This can help to catch those who missed the charrette. On the first evening, the revised charrette plan is presented and comments are recorded. The next day the planning team makes any necessary changes to reflect the new input and presents the plan one more time. The team can then proceed to make final revisions and submit a final plan. •

This article is a copyrighted excerpt from the forthcoming book. The Charrette Workbook, a tool for the New Urbanism, by Bill Lennertz. Lennertz is principal of Lennertz Coyle & Associates, Portland, Oregon.

FACT SHEET

ZOOLOGICAL SOCIETY OF SAN DIEGO

- 1. The Zoological Society of San Diego is a California nonprofit public benefit corporation, incorporated November 17, 1916.
- 2. The Articles of Incorporation state that the corporation's purpose is: "to operate, maintain and control zoological gardens; to acquire collections of insects, fish, amphibians, reptiles, birds, mammals, and plants and to exhibit the same with appropriate surroundings and environment for the instruction, recreation and pleasure of the public and for scientific study; and to promote all branches of natural history, actively engage in biological research, and participate in conservation and educational programs."
- 3. Because of its nonprofit status, the Articles of Incorporation state that the Zoological Society "is not organized, nor shall it be operated for pecuniary gain or profit, and it does not contemplate the distribution of gains, profits or dividends to its members and is organized solely for nonprofit purposes. The property, assets, profits, and net income of this corporation are irrevocably dedicated to charitable purposes and no part of the profits or net income of this corporation shall ever inure to the benefit of any director, officer, or member or to the benefit of any private shareholder or individual."
- 4. The Zoological Society is governed by a twelve-member Board of Trustees, all of whom are volunteers, who serve three-year terms without compensation.
- 5. The Zoological Society does not receive any transient occupancy tax (TOT) revenue from the City of San Diego. The Zoological Society does receive revenue each year from the tax established by Section 77a of the City Charter. The Charter provides that "the Council shall levy annually not less than two cents on each one hundred dollars of the assessed valuation of real and personal property within the City, to be used exclusively for the maintenance in Balboa Park of zoological exhibits." In 1999, this special tax levy generated approximately 3% of the Zoo revenues received in 1999.
- 6. The Zoological Society operates the San Diego Zoo in Balboa Park pursuant to terms of a 55-year lease with the City. The lease terminates July 23, 2034. Pursuant to the lease, the Society is required to preserve, maintain and care for all of the animals, birds, reptiles, plants, and progeny in the Zoo at no cost to the City, except for the special tax levy proceeds generated pursuant to Section 77a of the City Charter.
- 7. Title to all animals, birds, reptiles, plants, and their progeny is vested in the City. Title to all improvements in the San Diego Zoo also remains in the City.

The San Diego Zoo

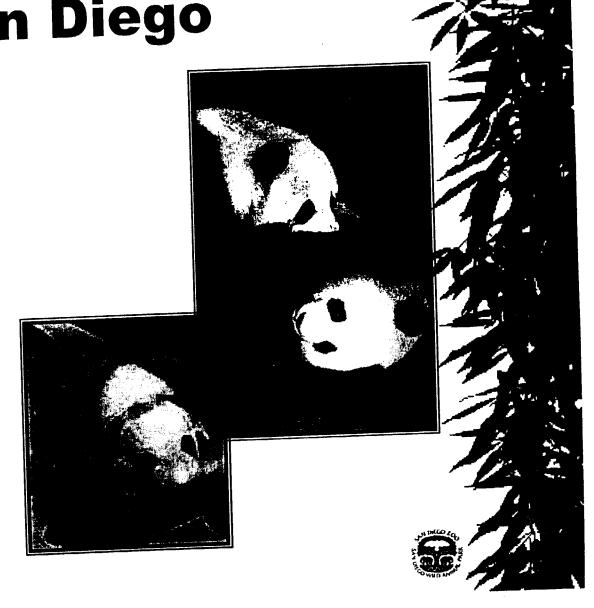
Past, Present Future

An Examination of the Space Needs of the San Diego Zoo in Balboa Park

Zoological Society of San Diego

Mission

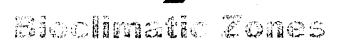
- Conservation of EndangeredSpecies
- * Education
- * Recreation



The Evolution of Zoos



Conservation Genter



Zoological Garden





New Style Zoo

Old Style Zoo







Why New Style Zoo?



- > Learn behavior & feeding habits to better save those in the wild
- > Raises conservation awareness
- > Propagation enables:
 - >Introduction of species back into the wild
 - >Expansion & preservation of the gene pool

How Much More Space Is Needed?

➤ The animal collection in the 1984 Plan requires a total of 132.5 usable acres

Usable acres are gently sloping and suitable for New Style Exhibits

Land Availability Within the Existing Leasehold

>Total leasehold premises 124.5 acres

>Zoo Gardens (fence line) 99 acres

> Parking Lot 25.5 acres

Usable Land Within Fence Line

> Acreage Requirement for 1984 Plan

132.5 acres

> Usable for New Style & ADA compliant exhibits

77 acres

➤Shortfall based on current fence line

55.5 acres

Parking Lot Usability



> 25.5 acres of flat, easily ADA compliant land within Zoo leasehold reduces the shortfall to 30 acres

Issues if Redeveloped for Exhibits

- ➤ Designated parking for Zoo & Balboa Park
- > Replacement/increased parking off-site
- >Adjacent parking for War Memorial users

Summary of the Usability of the Zoo's Current Leasehold

- ▶ 77 acres within the fence line could be usable assuming city permits to grade steep slopes
- > 25.5 acres of the Zoo's parking lot may be usable (if replacement parking found)
- **▶** 102.5 acres of the Zoo's leasehold may be usable for modern exhibits
- > 30 acre shortfall

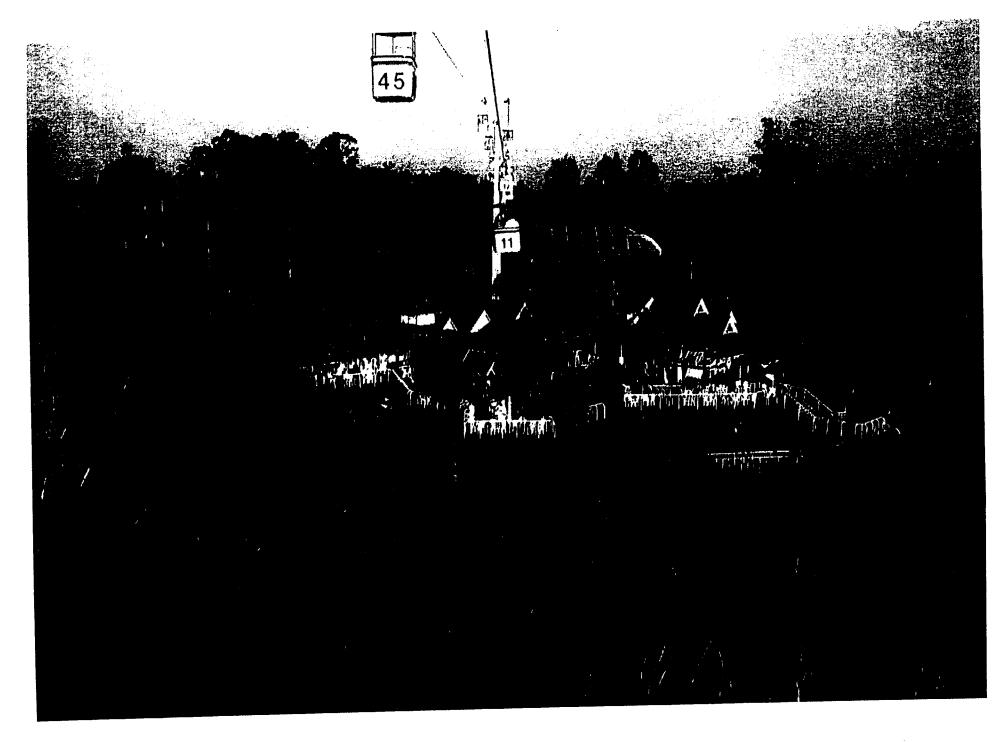
Addressing the Shortfall

- Pursue more methods of using our current leasehold more efficiently
- Explore more opportunities to use the Wild Animal Park given the climate and other constraints
- Emphasize exhibits for species that need the coastal climate of Balboa Park
- Downscale some of the exhibits
- > Explore other options with the community

Intensification Opportunities

More intense use of steep slopes and under-utilized lands within leasehold

> Creative design; stacking of uses





Work Areas Under Pathways



Moving Uses Elsewhere

- > Wild Animal Park
 - Climatic Conditions
 - Undevelopable habitat preserve
 - Social groupings and genetic separation
- > Duplicate San Diego Zoo
 - \$500 to \$750 million cost
 - Replication of personnel and support, scientific, & unique animal care facilities
 - Need location in a Metro area for membership base and tourist access

Expanding Conservation

- Establishing 5 field stations in key locations throughout the world
- > Focusing on animals that are not doing well in the wild
- **Close cooperation with other zoos** involved in Species Survival Plans

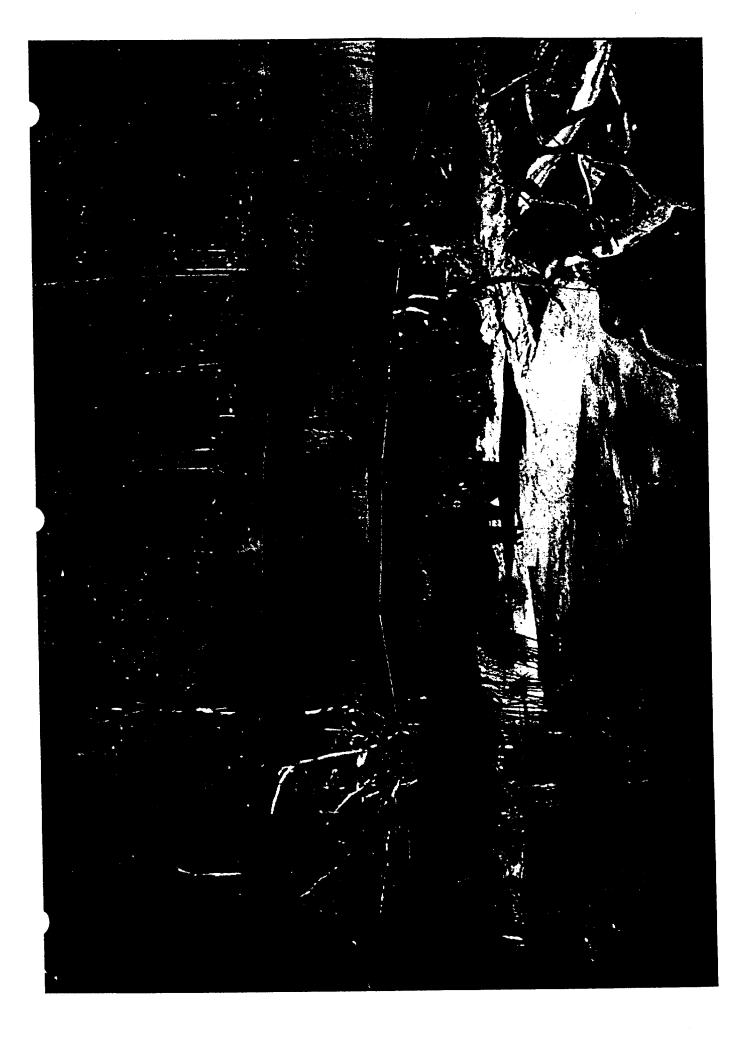
What Happens When Enough Space is Not Available?

> Fewer endangered animals make it onto the ark



Planning Opportunities

- > Addressing current & future parking needs of all Balboa Park
- >Strengthen connection between Zoo and Balboa Park
- Landscape improvements along Park Boulevard
- >Increase green space/reduce asphalt



cash reserve to enable the City to meet public emergencies or acquire needed permanent public improvements without the issuance of bonds.

Each year the Council may appropriate from said fund in the Annual Appropriation Ordinances, except for use of the Harbor Department, sufficient moneys to care for the needs of the various departments of the City for capital outlay expenditures of a permanent character.

(Amendment voted 4–22–1941; effective 5–8–1941.) (Amendment voted 4–20–1943; effective 5–4–1943.) (Amendment voted 4–19–1949; effective 5–20–1949.) (Amendment voted 11–6–1962; effective 1–21–1963.) (Amendment voted 6–7–1966; effective 6–29–1966.)

SECTION 77a. PROVISIONS FOR ZOO-LOGICAL EXHIBITS.

The Council shall levy annually, in addition to all other taxes provided for in this Charter, not less than two cents (\$0.02) on each one hundred dollars (\$100.00) of the assessed valuation of the real and personal property within the City, to be used exclusively for the maintenance in Balboa Park of zoological exhibits.

Whenever the Council deems it to be for the best interests of the City, the Council may enter into a contract, upon such terms and conditions as the Council may prescribe, for the maintenance in Balboa Park of zoological exhibits, with any organization formed primarily for the purposes of maintaining zoological gardens and zoological exhibits and conducting general zoological work; and may make available to such organization the proceeds of the special tax levy provided for in this section.

(Addition voted 11–6–1934; effective 1–21–1935.) (Amendment voted 4–22–1941; effective 5–8–1941.)

SECTION 77b. PUBLIC TRANSPORTATION.

The Council may levy, in addition to all other taxes provided for in this Charter, a special tax in an amount not to exceed ten cents (\$0.10) on each one hundred dollars (\$100.00) of the assessed valuation of all real and personal property within the City, to be used for discharging any obligations undertaken by the City to acquire, develop, operate or maintain a public transportation system or to assist a nonprofit corporation to acquire, develop, operate or maintain a public transportation system.

The Council may establish special funds, execute contracts, acquire property by purchase, devise, lease, gift or condemnation, and may sell, lease, convey, exchange, dispose of, or lend property or funds in

order to provide, promote or preserve a public transportation system. The enumerated powers in this section are in aid of public transportation and shall not be limited by any other provisions of this Charter.

(Addition voted 6-7-1966; effective 6-29-1966.)

SECTION 78. ASSESSMENT AND COLLECTION OF TAXES.

The Council shall by ordinance provide that the assessment and collection of taxes for The City of San Diego shall be performed by the County Assessor and County Tax Collector of the County of San Diego and make such arrangements to carry out the provisions of this ordinance. Provided, however, that if at any time the majority of the electors of The City of San Diego voting at an election for that purpose, decide to have the City assume the duty of assessing and collecting the taxes for municipal purposes, then the Council may by ordinance provide for such assessment and collection of taxes by City officers and make the necessary arrangements to carry out the will of the people as expressed at such election.

SECTION 79. SPECIAL ASSESS-MENTS.

The Council shall have power by ordinance to provide for the payment of all or any part of the cost of any public service or of the acquisition of any land or other property for public use, or of the construction, reconstruction, operation or maintenance of any structure or work in the nature of a public facility or improvement, by levying and collecting special assessments upon property specially benefited. The mode and manner for the acquisition of any land or other property for public use or of the construction, reconstruction, operation or maintenance of any structure or work in the nature of a public facility or improvement and the levying and collecting of special assessments therefor shall be as prescribed at that time by the general law of the State of California relative thereto; unless the Council shall by ordinance provide other-

The legal and engineering work of preparing proceedings, plans and specifications, costs and estimates of any improvements under this Section shall be done and performed by the offices of the City Attorney and City Engineer respectively. However, if there shall be filed with the City Clerk for presentation to the Council a request in writing by property owners interested that such legal and engineering work be performed by attorneys and engineers outside of the City employ, the Council may so provide. As a condition precedent to the Council's granting permission for the employment of private attorneys or engineers, the property owners interested, the private attorney or

Balboa Service Center

1231 Upas Street San Diego, CA 92103 T619-298-8391 800-643-4798 F619-298-2031

> Girl Scouts, San Diego-Imperial Council, Inc. 1231 Upas Street

San Diego, CA 92103-5199 1619-298-8391 F619-298-2031

Imperial Valley Service Center

1681 W. Main Street Ste. 412 El Centro, CA 92243 T760-353 2840 F760-353-3613

FACT SHEET

Escondido Program Center

3050 Las Palmas Escondido, CA 92025 T760-740-2670 888-873-9201 F760-739-0084

There are 41,000 Girl Scout members in San Diego and Imperial Counties.

Palomar Mountain Program Center

Palomar, CA 92060

There are 11,000 Girl Scouts in the San Diego metropolitan area.

Whispering Oaks

Program Center 4949 Pine Hills Rd. Julian. CA 92036 T760-765-1273 F760-765-2705 For 79 years, Girl Scouts has been a part of Balboa Park.

Over 2,000 people a year receive free training on being a youth mentor.

Girl Scouts has touched the lives of 43 million women across America. There are 400,000 Girl Scout alumnae in San Diego.

Camp Winacka

4720 Boulder Creek Julian, CA 92036 T760-765-1958 F760-765-2705 ³/₄ of Girl Scouts age 15 to 17 get leadership opportunities through Girl Scouting; only half of girls get leadership opportunities in school.

There is a strong correlation between Girl Scout membership and success in adulthood. Of the 1,000 successful women interviewed for Dr. Silvia Rim book See Jane Win: The Rimm Report on How 1,000 Girls Became Successful women, 41% were Girl Scouts in their youth.

82% of women of professional achievement in one survey said that their Girl Scout experience influenced their future success.

Sources: Study done by Louis Harris and Associates; See Jane Win: The Rimm Report on How 1,000 Girls Became Successful Women, a book by Dr. Silvia Rimm; Girl Scout membership records; Girl Scout archives.

Cirl Scouts is funded through contributions from individuals, corporations and foundations; the Girl Scout cookie sale program and United Way.



A Commitment to Girls, the Community, Balboa Park and

Call Scotts

An Endangered Spicio

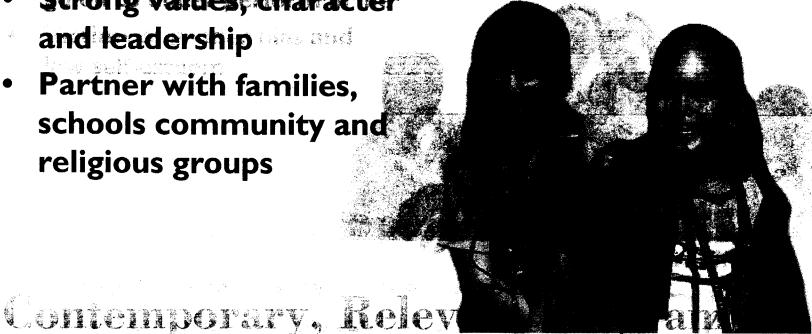
- One million children were victims of abuse all needs to
- 50 percent of all females raped are younger than 18
- I 5 percent of young women have eating disorders
- Drug use among eighth grade girls is rising faster than boys
- 25 percent of eighth grade girls reported drinking alcohol in the past month
- Ninth grade girls are twice as likely as boys to attempt suicide
- Girls who under achieve in school often go on to under perform in life
- Victims of gender bias and low self-esteem

Where Girls Grew Strengs

eg igane than bays

Contemporary, Relevant Program

- Tools to make positive choices
- Mentous of eighth grade girls reported drinking alcohol in the
- Caring, supportive environment
 Ninth grade girls are twice as likely as boys to attempt suicide
 Strong bodies, spirits and minds
- Strong values character and leadership
- Partner with families, schools community and religious groups



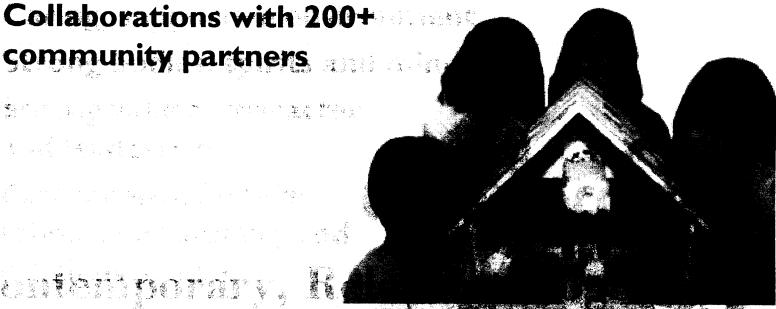
Strong values, char yter and leadership

Partner with families, schools community and

Contemporary, Relex

- **Sports**
- **Community service**
- Multicultural understanding
- Leadership development
- **Outdoor** experience

Collaborations with 200+ community partners





To Serve Every Girl, Everywhere

- 32,000 girl members
- 9,200 adult members en
- 11,000 members in the San Diego metropolitan
- * area.
- 120 employees
- Outreach programs

To Serve Every



, it is embloyees

Outreach programs

Girls carts

A 79-Year-Old His

1912

Girl Scouts of the USA founded

First Troops sunded in San Diego County

· J. Niv girl manchers

1921

1919

Girl Scout Council Moves to City-Leased Facility in Pepper Grove, Balboa Park

Girl Scout Council Established in Sefton Building, Downtown San Diego

1955

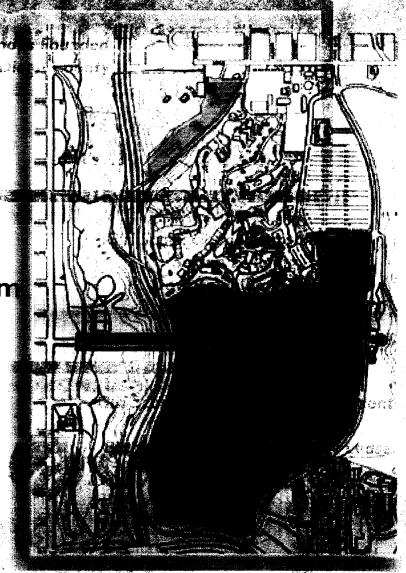
Constant Con

A

Gial Scout Council Moves to Carent Upas Street Location,
Upas Stre

Present

- Eleven Acres
- Three Program
 Activity Centers
- Leader/Resource Center
- Administration
- Parking
- Detached Conference Room
- Housing for On-Site Property Manager
- Maintenance/Storage



- Parking
- Detached Conference Room
- Housing for On-Site

Balboa Park and the Comm

- Used 7 days a week
- At 100 percent capacity 8 months of the ya
- Program workshops for girls
- Adult trainings, serving 2000+ adults
- Day camps, serving 2,000 girls
- Special events, serving 700+ girls per event
- Overnights
- Meeting space for other youth nonprofits





Long-Range Plan The same of the sa

- 20-year plan
- \$2: Million serving 2,000 gards
- Privately funded Balboa Program Center Conceptual Site Plan
- Wide range of activities

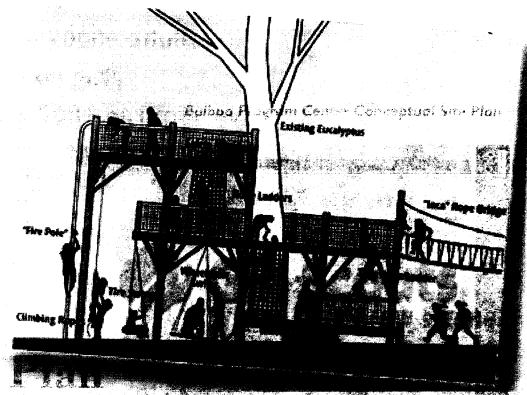


activities

Long-Range Plan

- Tree house
- Amphitheater
- ADA accessible trails
- Sport facilities
- Computer lab

Proposed Tree Fort at Balboa Program Center





A Commitment to Girls, the Community, Balboa Park and the Future

- Continued service to the largest membership base (metropolitan and south San Diego)
- Projections of increased membership
- Preservation of safe, secure program center for girls
- Renewal of city lease
- Implementation of long-range property plan

CONSTRUCTION OF THE PROPERTY O



· Preservation of safe pecure program center

San Diego Archers

NGTHAT THE LOCATED IN THE PARK

Diego Archers was established in 1939 and the field archery range has been located in a ber of places in Balboa Park. The range has been in its current location since 1960.

BRASE CONDITIONS AND EXPIRATION DATE

chib aperates endeads Special Use Permit with the City for a duration of 1 year. The permit minutes on June 13 each year.

MMBER OF USERS TODAY

Diego county has approximately 20,000 archers, 13,000 of whom use the Balboa Park field range. Current use of the field range is approximately 1,200 people and month. Each year 25,000 restrictional man-hours are spent using the field range or approximately 2,100 hours a month.

ROJECTED FUTURE USERS

Anthery has experienced steady but slow growth since the 1990s. This 10% annual growth has noteased use of the field range.

WHO USES THE SITE

The field range is used by the San Diego Archers Club to promote target archery through monthly archery tournaments. Two tournaments are held each months on the first and third Sundays. At all other times, the field range is open to the public for walk on archery practice.

the field range is also available to other groups for practice and archaer tournaments. These toups and activities include:

HOUD

ARCO Olympic training center

Senior Olympics

California State Games

Police and Firemen Summer Games

Junior Olympic Archery Development

dieval Society Clubs

Scout, Girl Scout, and Cub Scout troops

Athlete Training for world field trials

Archery Tournament

Archery Tournament Archery Tharnament

Athlete Training of IOAD field trials

Archery Tournament

Archery introduction activities

TURE PLANS FOR THE SITE

broductory archery programs for youth e and regional archery tournaments

THE ALL ISBURY FOR SAN DIEGO ARCHER

Carlos Consensos runs dogicars

Ego.

Roosevelt Junior High School

AREA

17.42 Acres

CURRENT SCHOOL POPULATION

976 7th, 8th, and 9th graders 1,176 6th, 7th, 8th, and 9th graders expected in Fall 2000 120 teachers, administrators, and staff

COMMUNITIES SERVED

North Park
Hillcrest
Uptown
Golden Hills
Mission Hills

ELEMENTARY SCHOOLS THAT FEED INTO ROOSEVELT

Birney Brooklyn Carson
Florence Garfield Grant
Jefferson Kimbrough Linda Vista
MacDowell McKinley North Park
Sherman Washington Tubman

And many other schools through the Science and Technology Magnet Program

USAGE

Regular school year, September to June Summer school
Saturday school
After school programs, sports teams, and tutoring Evening parent/teacher classes and events

CRITICAL ISSUES FOR ROOSEVELT JUNIOR HIGH SCHOOL

Transition from junior high (grades 7, 8, and 9) to middle school (grades 6, 7, and 8) by September 2003. In the meantime the school will serve grades 6, 7, 8, and 9.

Need to regain complete use of dirt fields and have grass put in which will improve the quality of life at the school and in the neighborhood. Need a parking area for teachers and staff.

Continue to have easy access to museums and educational opportunities in Balboa Park.

SAN DIEGO UNIFIED SCHOOL DISTRICT MIDDLE LEVEL SCHOOL BOUNDARIES 1999-2000 MARSHALL **CHALLENGER** WANGENHEIM Your neighborhood school of attendance is determined by your street address. When you have a focal address. the District's Boundary Information at 293-8010 STANDLEY can assist you. **MUIRLANDS** KROC • De PORTOLA FARB MARSTON PACIFIC BEACH **TAFT** PERSHING LEWIS B . 8 ➂ MANN WILSON CORREIA ROOSEVELT **(D**) GOMPERS (7-12)KEILLER OPTIONAL AREAS O'FARRELL MEMORIA MUIRLANDS/PACIFIC BEACH LEWIS/TAFT **©** MEMORIAL/GOMPERS BELL MANN/GOMPERS 5/99 Prepared by Facilities Planning Dept.

SAN DIEGO UNIFIED SCHOOL DISTRICT **ELEMENTARY SCHOOL BOUNDARIES** 1999-2000 HICKMAN Miramar Ranch © WALKER Your neighborhood school of attendance is determined by your street address. When DOYLE TORREY PINES you have a local address the District's Boundary Information at 293-8010 can assist you. ALCOT MILLER GAGE Œ) 0 3 OPTIONAL AREAS TO MASON AUDUBON MASONWALKER BIRD ROCK/LA JOLLA/PACIFIC **BEACH/SESSIONS** BIRD ROCK/CROWN POINT/ PACIFIC BEACH CARSON/FLETCHER JUAREZ/FOSTER CLAY/HARDY BUSED TO CARVER OR DARNALL HAMILTON/ROWAN GRANT/FLORENCE/ WASHINGTON

C-69

KING/CHOLLAS-MEAD CLAY/TUBMAN

5/99 Prepared by Facilities Planning Dept.

Florida Canyon, Balboa Park

AREA

52.6 Acres (approximately)

DESCRIPTION

This canyon is located in the northeast area of the park. It is bounded by Park Boulevard and the Naval hospital on the west, Morley field and the Arizona Landfill on the east, Upas Street on the north and the intersection of Florida Drive and Pershing Drive on the south. The area is a remnant of San Diego's natural environment. It is also the largest undeveloped portion of Balboa Park. The canyon is characterized mainly by its moderately sloping walls and level rim, but also by several interesting finger canyons, the cobbled seasonal stream bed and the variety of native vegetation including riparian and coastal sage scrub. Florida Canyon Drive, a collector street, follows the canyon bottom east of the stream course.

HISTORY

Historically, Florida Canyon did not develop due to steep slopes and because Balboa Park's main area of growth occurred on the large western mesas which had easier access. The 1961 Bartholemew Balboa Park Master Plan recommended that the canyon remain natural, that the chaparral be preserved for botanical interest, and that the canyon should serve as a living memorial to the efforts of those who built the present Balboa Park landscape. In 1971, the Park and Recreation Department officially recommended that Florida Canyon be designated as an ecological reserve. A guided trail system was located through the native vegetation for recreation and educational purposes. In 1976, a Master Plan for Florida Canyon was developed by Halsey and Associates. Again, the natural areas within the canyon were recommended for conservation, education and limited recreation. The master plan recommended the closing of Florida Canyon Drive and restoration of the riparian vegetation in the canyon bottom.

CURRENT LAND USES AND USERS

Florida Canyon is still a natural area, although impacts to the native vegetation have occurred as a result of unrestricted use of the area and encroachment from nearby urban uses. The canyon provides visual relief from the surrounding urban development, numerous urban trails for hikers and bikers and a place for environmental education.

FUTURE LAND USES

In 1993, the East Mesa Precise Plan was adopted by City Council to guide development of Balboa Park east of Park Boulevard. Again, Florida Canyon is contemplated as an area of natural open space with opportunities for recreation, environmental education, and interpretation of our natural history. The Plan recommends that Florida Canyon Drive be closed between Upas Street and Zoo Place and be replaced with a path for hikers and bicyclists. The Plan also envisions construction of a ranger station, nature center and restrooms as well as restoration of native vegetation within the streambed and upland areas.

MULTIPLE SPECIES CONSERVATION PROGRAM (MSCP)

The City's Multiple Species Conservation Program conserves areas of native biology within the southwestern portion of San Diego County to ensure survival of rare, threatened or endangered plant and animal species. The MSCP, adopted by the City Council in 1997, is one of several Habitat Conservation Plans in Southern California and is a cooperative effort between the City, the U.S. Fish and Wildlife Service and the California Department of Fish and Game. The MSCP also received broad local support from the environmental and the development communities.

The ecosystem in San Diego County consists of a diverse assemblage of vegetation communities that support a wide array of plant and animal life. However, urbanization of San Diego's natural lands is severely threatening the bio-diversity and long-term viability of this unique region making San Diego County home to more threatened and endangered plant and animal species than any other county in the continental United States. The primary goal of the MSCP is to balance species diversity and future growth.

The City's preserve of core habitat and wildlife linkages is known as the Multi-Habitat Planning Area (MHPA). Areas within the MHPA are not precluded from development, although the City's Environmentally Sensitive Lands regulations restrict development within the preserve. The MHPA preserve is being assembled by acquisition by public agencies and through exactions and habitat mitigation requirements on private and public development projects.

FLORIDA CANYON AND MHPA

The areas of native habitats within Florida Canyon are included in the MHPA. The predominant habitat in Florida Canyon is known as Coastal Sage Scrub. This chaparral community is home to many threatened and endangered plant and animal species including the California gnatcatcher. Conservation of native habitats within Florida Canyon by the MSCP is consistent with the goals of the East Mesa Precise Plan to preserve the area as natural open space while allowing trails and nature interpretation.

SUMMARY/CRITICAL ISSUES

The main focus for Florida Canyon is the preservation of the natural canyon from future development in accord with the East Mesa Precise Plan and MSCP. As one of the last natural areas of Balboa Park, the canyon is seen by some as a "vacant lot" awaiting development. However, the canyon also has value as one of the few remaining publicly accessible natural areas within San Diego's urban neighborhoods. Accordingly, Florida Canyon provides visitors to Balboa Park an experience with our natural environment typically associated with natural open space areas in suburban locations. The canyon provides local users with a place to hike and bike in a natural setting as well as a place for school children to learn about native plants and animals. For those who live near Florida Canyon, it offers scenic views and open space.

Miniature Train, Balboa Park

AREA

3.8 Acres

BRIEF HISTORY OF THE MINIATURE RAILROAD

November 13, 1948, the Miniature Railroad became the newest attraction for the youngsters of Balboa Park. Ticket prices were 10 cents for children under age of 14 and 15 cents for adults. The original 1948 train number 510 (10th one built) was designed and commercially manufactured by the Miniature Train Company in Rensselear Indiana. The miniature train is one-fifth scale, approximately .3 feet high. 3 feet wide and 75 feet long with 24 seats accommodating approximately 48 passengers in the Southern Pacific Coast Daylight colors. Approximately 500 G16 trains were built by the Miniature Train Company from the late 1940's to around 1960. It is estimated that less than 100 and perhaps as few as 50 remain. In 1989 the City of San Diego included the Miniature Train into the Historical Landmark Zone, making it one of the historical resources of the park.

LEASE CONDITIONS AND EXPIRATION DATE

The Zoological Society of San Diego purchased the ground lease and the Railway from David and Lola Weir in 1998. The monthly lease amount is between \$2500 and \$3000. The lease expires in September 2001.

The Swope Railways was the first leaseholder in 1948, the lease included the installation and operation of the Miniature Train. 25% of the gross revenue was paid to the City. Since that time the lease has changed hands several times. David and Lola Weir, of San Diego, purchased the lease in 1981. The agreement was a 10 year lease for the operation and maintenance of the miniature railroad, providing rides to the general public and sale of railroad-motif souvenir items.

USERS

In 1999, 96,715 tickets were sold. Users include families with children.

LAND USE

The train ride makes a 3 minute, ½ mile trip through four acres of Balboa Park, located between the Zoo and the Carousel from 11:00 AM to 4:30 PM approximately 175 days per year.

FUTURE PLANS FOR THE SITE

The Balboa Park - Central Mesa Precise Plan states "the public will have the opportunity to access a portion of the miniature train area and enjoy a proposed picnic and children's playground area nestled in a grove of mature eucalyptus".

The Zoological Society is participating in a planning process with a working group representing diverse interests and has no plans for the train site at this time.

CRITICAL ISSUES FOR THE MINIATURE TRAIN

Lease Expiration:

Outcome of city and the Zoological Society ground lease negotiations

in 2001 unknown.

Playground/Train Use:

Having a playground/picnic area in the middle of the train operation

raises serious safety and liability considerations.

Boy Scouts of America Camp Balboa

AREA

21 Acres

LENGTH OF TIME LOCATED IN THE PARK

Eighty years, in current location since 1957

LEASE CONDITIONS AND EXPIRATION DATE

Lease expires in 2007

WHO USES THE SITE

30,000 youth and parents plus 36 staff and over 10,000 volunteers

HOW THE SITE IS USED

Year-round use by Cub Scouts (ages 7-10) and Boy Scout (ages 11-18)
Family weekend camping
Volunteer training meetings
Facilities are shared with Roosevelt Junior High, Girl Scouts, and Campfire
Special Needs Camporee for children with disabilities

Summer day camp

LAND USE

Eight campsites
Swimming pool
Amphitheater
Large picnic area
Archery and BB gun ranges

Small playground

Buildings: restrooms, lodge for camp masters, Ranger residence and workshop, storage, Country Store, Scout Shop, meeting rooms, administrative and executive offices, program activities, and services

FUTURE PLANS FOR THE SITE

Upgrade, renovate and rebuild existing buildings
Enhance parking
Design and build theme areas: Indian Village, Pirate Ship and Gold Mine
Expand outreach program, urban camping and family camping

CRITICAL ISSUES FOR BOY SCOUTS OF AMERICA

Urban camp in "the heart of the City"
Administrative headquarters
Renewal of lease agreement

Spanish Village Art Center

AREA

3 Acres

BRIEF HISTORY

Spanish Village was built in 1935 by Richard Requa in the Spanish Vernacular style for the second California Pacific International Exposition. It was intended to show the architecture of the common people of Spanish colonial days. In 1937, the artists moved into Spanish Village and established a successful artists colony. During World War II, the military took over the use of the buildings and abandoned them at the end of the War. In 1948, City Council passed a resolution establishing Spanish Village Art Center which has been in operation ever since.

LEASE CONDITIONS AND EXPIRATION DATE

Special use permit which is renewed annually. Individual studios have a yearly lease and Gallery 21 has a preferential non-exclusive use permit.

NUMBER OF USERS TODAY

300 artists and thousands of visitors, both local and from around the world.

PROJECTED FUTURE USERS

School children in addition to the artists and tourist mentioned above.

WHO USES THE SITE

Artists and their students

10,000 5th graders per year who come to the park with the San Diego Unified School District Balboa Park Program

Art groups from San Diego county

Wedding parties

Corporate parties

WHEN THE SITE IS USED

Spanish Village is open 7 days a week and in the evenings when there is a special event

HOW THE SITE IS USED

Artists work and sell art in their studios. They also give classes to the public. The Gallery is available to art groups from all over San Diego County for 2 week shows. Outside groups rent the patio for private events.

FUTURE PLANS FOR THE SITE

A children's art program which would tie in with the San Diego Unified School District, especially the Balboa Park Program

Re-open the original entrance to Spanish Village which would provide access to the South Carousel parking lot

Enhance the entrance on the Zoo side Build more studios and classrooms

CRITICAL ISSUES FOR SPANISH VILLAGE ART CENTER

Parking Increase pedestrian access and visibility No access to free park tram

San Diego Mineral and Gem Society, Inc.

AREA

3200 square feet in San Diego Mineral and Gem Building (old Studio 11 in Spanish Village)

LENGTH OF TIME LOCATED IN THE PARK

Since 1934.

LEASE CONDITIONS AND EXPIRATION DATE

Preferential, Non-exclusive Use and Occupancy Permit, expires June 30.

WHO USES THE SITE

San Diego Gem and Mineral Society, Gemological Society, Southwest Prospectors, and the general public.

NUMBER OF USERS TODAY

San Diego Gem and Mineral Society: 627 members

Gemological Society: 90 members

Southwest Prospectors and Miners: 20 board members

Many thousands of museum visitors annually

PROJECTED FUTURE USERS

Same as above plus potential workshops by Bead Society, Wire Art Academy, Spanish Village outreach programs, tours by San Diego State University Geology Department, students, and more.

WHEN THE SITE IS USED

San Diego Gem and Mineral Society: Mon 9 a.m.-noon, Tues-Fri 9 a.m.-9 p.m., Sat 10 a.m.-1 p.m., third Mon night 6:30-9 p.m, and more

Gemological Society: Tues-Wed nights 6-9 p.m., first Mon night 6:30-9 p.m.

Southwest Prospectors: second Monday night 6:30-9 p.m.

General Public: 11 a.m.-4 p.m. daily except Thanksgiving, Christmas, and New Year's Day

HOW THE SITE IS USED

San Diego Gem and Mineral Society: Lapidary School with 25 classes per week (average 10 students per class), 3 free educational meetings open to the public per month, board meetings, work and cleanup parties, etc.

Gemological Society: monthly public meetings with free educational program, 2 weekly gem identification classes

Southwest Prospectors: monthly board meetings

General Public: casual visit or scheduled tour of free museum and lapidary school

BRIEF HISTORY

Founded in 1934. Meetings first held in San Diego Natural History Museum. Early field trips led by San Diego Natural History Museum Curator Bob Rowland. Merged with San Diego Gem Society in 1936. Incorporated in 1946. Moved to present location in 1950, fixed up building, started Lapidary School with 3 faceting machines and 2 silicone carbide grinders. Built addition in 1959 and donated to the City. Hosted national gem and mineral shows in 1953, 1969, and 1984. World-class mineral and fossil specimens donated to museum by long-time members and benefactors Josie Scripps, Bill Larson, Leo and Marion Horensky, and others. Present Lapidary School has 10 diamond faceting machines and 10 diamond grinders, plus complete casting and silver jewelry fabrication shops. Active program for Juniors, ages 12-17. Active outreach program to schools and youth groups. Current members include: author John Sinkankas; *Rock and Gem* senior editor Bob Jones; mineralogist and mining historian Dr. Peter Bancroft; mineralogist and mineral dealers Cal and Kerith Graeber, Wayne and Dona Leicht, Bill Larson, and Josh Hall; Del mar Fair Gem and Mineral Department coordinator Greg Anderson; San Diego State University professor of Geology Dr. Gary Peterson; research geologist Jeff Patterson of the University of Calgary; and many others.

FUTURE PLANS FOR THE SITE

Extend use of building to groups with related interests.

Continue to improve Lapidary School, Museum collection and displays, and install rock "petting zoo" for children.

CRITICAL ISSUES FOR SAN DIEGO MINERAL AND GEM SOCIETY, INC.

Retain current site for museum (close to other museums) and lapidary school (close to other working artists).

Expand close-in parking, especially for elderly and handicapped attending classes and meetings, students hauling heavy projects and materials, and delivery of heavy lapidary equipment and rock.

Reduction of excessive noise at night from special events in park (Zoo and Spanish Village patio) which drown out meetings and classes.

Retention of free admission to museum threatened by proposed City surcharge (tax) on Balboa Park museum admissions.

War Memorial Building

AREA

Building approximately 2,000 square feet Landscape area approximately 11 acres

LENGTH OF TIME LOCATED IN THE PARK

Building completion in 1950

BRIEF HISTORY

- 1920's "Living Monument Movement" originated after W.W.I. Municipalities to build "living memorials' to perpetuate the memory of service persons who had served or been killed in the war.
- 1941 Outbreak of WW II re-reenacted the idea of building War Memorial Buildings throughout the U.S.
- National Recreation Association in an attempt to assist local communities in planning their war memorials published "Community Recreation Buildings as War Memorials". Goals of the publication: Beauty through simplicity of design and utility through functional efficiency. Site to be near center of City and large enough for an appropriate setting for the building.
- 1943 Local Veterans proposal to erect a War Memorial Building in downtown San Diego on city owned land.
- San Diego Architects John Siebert and Samuel Hamill prepared designs for the living memorial building.
- 1948 City Council agreed to locate the building in Balboa Park on the Indian village site of the 1915 EXPO.
- \$230,000 budget to design and build. City sold surplus buildings and lumber from Camp Callan and obtained \$300,000 to build the War Memorial.
- 1950 Project completed with an impressive ceremony held on the brick terrace. Building dedicated to the memory of San Diego veterans who died at war and to all surviving veterans. Entry Bronze Plaque inscription "To Veterans who fought for the "Four Freedoms", freedom of Speech, of Religion, from Want and from Fear". Building is one of 365 living monuments in the U.S.
 - Park and Recreation Director Calland announced that after the building's completion the city would landscape the site and provide a parking lot that would extend from the building to Spanish Village.
- 1950 Veterans War Memorial Building, Inc., a non-profit corporation, to operate and maintained the building.
- 1986 Veterans War Memorial Building, Inc. turns operation and maintenance over to the City with an agreement that the Veterans can use the building for meetings and maintain an exhibit in the lobby.

CURRENT USES

2000 Building a living memorial to all Veterans, Veteran meetings, office space for the Park and Recreation Department Disabled Services and Training and rented by many private groups for special events and meetings.

HISTORICAL DESIGNATION

March 2000 Building submitted to the Historical Resources Board for designation as a Historical Resource under Criteria A - Associated with significant events ""Living Memorial Building", Criteria C - architecture - first public building facilities designed in the Contemporary Modern style in San Diego and designed by noted San Diego architects Samuel Hamill and John Siebert and Criteria G as a property of exceptional importance that has achieved its significance within the last 50 years. The designation submittal was approved by the Board and City Council. As of this date the State of California has also approved the designation.

USERS

The building is scheduled daily from 8:00 am to 11:00 pm, 7 days a week, annually. Approximately 222,000 patrons annually use the interior portion of the facilities and 100,000 patrons use the exterior lawn area for special interest groups, party planners and drop in users.

Park and Recreation Department Staff Offices

Disabled Services

Training

Veteran Service Groups:

2nd Airborne

American Legion City Service Post #537

American Legion Women's Post #451

Daughters of Union Veterans of the Civil War

Disabled American Veterans Chapter 2

Fleet Reserve Association Branch 9

San Diego County Salon #141

San Diego Voiture La Societe de Femme Cabane #732

Senior Groups

Dance Groups

San Diego Square Dance Association Flying A Square Dance Association Ballroom Dance Association Lighthouse Square Dance Association Round Dance Association Single Squares Scottish City Dancers Reels and Squares Dance Group

Roosevelt Jr. High Dances

Special Events: Wedding Receptions, Reunions, Soccer Practices, Roosevelt Jr. High Classes, Weddings, Dog Obedience Classes, Volleyball games, Organized Sports Contests, Walk for Autism, Disabled Services Rummage Sale, San Diego Police Department Expo, San Diego Liver Foundation walk, Rock and Roll Marathon, Mineral and Gem Picnic, Law Enforcement Day, etc.

CRITICAL ISSUES

Preservation as a Historical Resource
Implementation of Master Plan Recommendations
New South Entry
Lighting
Parking Needs

Historic Resources

WHAT ARE HISTORICAL SITES?

Historical sites are buildings, features, or areas so designated by the City's Historical Resources Board. The City of San Diego presently has in excess of 1,000 historical landmarks including individual sites and sites within historical districts. These sites are listed in the City's Register of Historical Landmarks, the State Register of Historical Resources, and the National Register of Historic Places.

WHAT CONSTITUTES HISTORICAL SIGNIFICANCE?

By City of San Diego standards, historical significance is established by 6 Criteria:

- 1. Sites that exemplify or reflect special elements of cultural development.
- 2. Sites identified with famous persons or events.
- 3. Sites that embody distinctive architectural style, craftsmanship, landscape.
- 4. Sites representative of the work of a master builder, designer, craftsman.
- 5. Sites listed or determined eligible to the National or State Register.
- 6. Sites contributing to the significance of a Historical District.

HOW DOES THE HISTORICAL DESIGNATION PROCESS WORK?

Anyone can initiate the process for review and designation of historical sites. The property owner has to be notified of any request but does not have to approve designation. The City's Historical Resources Board is responsible for designating historical sites based on: a historical study addressing historical significance under City Criteria, a staff evaluation and recommendation, a field recognizance, and public testimony at a noticed public hearing. The Board has to approve designation by a majority vote of the membership (8 votes). Board action is appealable to the City Council within 10 working days.

WHO IS THE HISTORICAL RESOURCES BOARD?

The Historical Resources Board is made up of 15 members with expertise in history, archaeology, architecture, landscape architecture, engineering, real state, law, and other related fields. The Board is established to designate historical sites and make recommendations on development. The Mayor appoints the Board. Member terms are 2 years. City Council ratifies appointments.

WHAT ARE BALBOA PARK'S HISTORICAL RESOURCES?

Balboa Park is rich in culture because it has preserved historical resources reflective the 1915 Panama California Exposition and the 1935 California Pacific International Exposition. The preservation and adaptable re-use of the original (them temporary, now historical) buildings has been the source of Balboa Park's museum, theater, gallery, zoo, civic and recreation facilities. The Balboa Park National Landmark District of 1978, City Historic Site #1 (1967) is one of a handful in the National Register of Historic Places. The National Landmark District includes the 1915 and 1935 Exposition areas otherwise known as El Prado and the Palisades.

In addition to the National Landmark District, Balboa Park has additional designated historical sites such as the Old Navy Hospital Administration Building, the quadrangle gardens and church. The War Memorial Building was designated by the City's Historical Resources Board in March 2000. This building is also on the National Register. Other buildings of potential historical significance are the "snake house" and the zoo hospital, both known works of Master Architect Richard Requa.

WHAT HISTORICAL SITES ARE ADJACENT TO THE ZOO AREA?

The zoo expansion area could impact the National Landmark District. Sites potentially impacted include the Carrousel, Spanish Village, and the Miniature Train. The Carrousel was built in 1910 for Luna Park in LA. Moved to Balboa Park in 1922. Of craftsman design one of 7 remaining examples by Herschell-Spillman Co. Spanish Village was built for the 1935 Exposition by Master Architect Richard Requa, reminiscent of an Andalusian Village. The Miniature Train was built in 1948 as a 1/5 scale Santa Fe Super Chief diesel engine train. Outside the National Landmark District, The War Memorial Building, built in 1950 in memory of American veterans of war, is an excellent example of the Modern Architectural Style, designed by master architect Samuel Hamill. Other buildings within the zoo lease which are known potential historical sites are the Snake House and the Zoo Hospital, both buildings were designed by Master Architect Richard Requa for the 1935 exposition.

HOW DOES THE HISTORICAL RESOURCES BOARD REVIEW ALTERATIONS TO HISTORICAL SITES?

Any project affecting a historical site is required to follow the US Secretary of Interior Standards 10 basic criteria:

- 1. Seek a compatible new use or retain original use.
- 2. Avoid destruction of original building features.
- 3. Recognize site as a product of its time.
- 4. Recognize and respect changes over time.
- 5. Treat distinctive style and craftsmanship with sensitivity.
- 6. Repair rather than replace, match old materials.
- 7. Clean structures gently (do not sandblast).
- 8. Protect archaeological sites.
- 9. Contemporary design is not discouraged, should compliment, not copy.
- 10. Design for reversibility, if new is removed, site integrity remains.

Staff will first review project and identify basic issues. The Board will review any Balboa park Master Plan Amendment for impacts on historical resources. In conjunction with this review the Board Design Assistance Subcommittee will be asked to comment on specific impacts on designated sites.

If project affects existing designated sites, is consistent with US Secretary of Interior Standards, and does not impact other historical resources, project can be approved administratively.

If project affects designated sites and is not consistent with US Secretary of Interior Standards it will be scheduled for review by the Historical Resources Board.

If project affects potential historical sites, project will be brought before the Board for designation. If designated, then the US Secretary of Interior Standards will be used as criteria for development.

Overview of the Plan Amendment Process

CITY POLICY DOCUMENTS

Policy for future development Created by City and community Establish goals, policies and recommendations Life span of policy documents

PLAN AMENDMENT PROCESS - MUNICIPAL CODE 122.0100

Planning Commission initiation
Staff review of amendments
Staff report and committee presentations
Planning Commission recommendation on plan amendments
City Council decision

BALBOA PARK'S POLICY DOCUMENTS

1989 Balboa Park Master Plan
Guidance for future development
Precise Plans required
1992 Central Mesa Precise Plan

AMENDMENTS TO MASTER AND PRECISE PLANS

Applicant submits initiation to staff January 12, 1999
Staff review/criteria for initiation MC 122.0104
Staff report to Planning Commission
Planning Commission Hearing to initiate plan amendment process June 17, 1999

SUBMIT PLAN AMENDMENTS TO STAFF

Staff review

Transportation Development
Environmental Analysis
California Environmental Quality Act (CEQA)
Planning Review
Park and Recreation Department Review

Staff report

ADVISORY COMMITTEES AND BOARDS RECOMMENDATIONS

Historical Resources Board Commission for Arts and Culture Central Balboa Park Association Balboa Park Committee Design Review Committee Park and Recreation Board Planning Commission

FINAL REVIEW AND APPROVAL

City Council Committee
Natural Resources and Culture Committee
City Council

ADDITIONAL INFORMATION REQUESTED BY THE WORKING GROUP MEMBERS REGARDING THE APRIL 27TH LAND USE PRESENTATIONS

(Updated 6/8/00)

1. Richmond Street parking for employees.

Referred to the July Parking/Circulation Meeting.

2. What will the 'charrette' be? I'm not sure, so I don't know what other information might be needed? Please clarify. Or am I the only one who doesn't understand. If so, please give me some remedial help.

Referred to the June 22nd Meeting - Charrette Programming.

3. I would like to hear from the Naval Hospital and their parking needs. I understand they have two proposals for additional parking structures.

Referred to the July Parking/Circulation Meeting.

4. We need to have that breakdown from Park and Rec regarding attendance of the various facilities in the park. We can then discuss common parking needs and solutions.

Referred to the July Parking/Circulation Meeting.

5. City Charter/leased/and monthly value.

Question was withdrawn.

6. How much land could be available.

Question was withdrawn.

7. Mission Bay lease structure (percentage of land allowed for commercial purposes), summary of how that is set up.

Question was withdrawn.

- 8. Cost comparison of reclaiming non-park use in Balboa Park to meet City and State standards versus purchase of land outside Balboa Park for park development, ie:
 - reclaim Arizona landfill to turfed park land
 - reclaim Florida Canyon to viable habitat
 - relocate school and reclaim park
 - relocate City Operations for play fields

Referred to the June 22nd Meeting - Land Use Follow Up.

9. City Charter (or appropriate) that governs/defines the leases (Zoo and other) in Balboa Park.

Referred to the June 22nd Meeting - Land Use Follow Up Meeting.

Relevant similar and/or other existing agreements with other lessees of City parks, ie:
 Old Globe, Museums, school, Mission Bay Park and Sea World, including money, area, and year.

Referred to the June 22nd Meeting - Real Estate Assets Presentation.

11. Balboa Park non-Zoo buildings use, frequency, efficiency, number of people per year.

Referred to the June 22nd Meeting - Land Use Follow Up.

- 12. Revenues generated (taxes, general fund, and TOT) by:
 - Zoo
 - other lease holders in Balboa Park
 - other lease holders in San Diego City parks, ie. Mission Bay
 - See attached response (page 4) from San Diego Convention and Visitors Bureau regarding the revenues generated by Zoo.
 - Lease holders issue referred to the June 22nd Meeting Land Use Follow Up.
- Development agreement of Wild Animal Park
 Re: MSCP, MHPA, adjacent agricultural land

Re: browse ? exhibit ?

Referred to the June 22nd Meeting - Land Use Follow Up.

14. Explanation of how Arizona land fill is justified as 'natural area and canyon'.

Referred to the June 22nd - Land Use Follow Up.

15. Cost comparison for achieving browse needs in non-public park land, ie: lease agricultural land.

Referred to the June 22nd - Land Use Follow Up.

- Summary of precedents of other 'World Famous' Zoos:
 - Percent of budget dedicated to property costs
 - Ownership/lease
 - Area breakdown by guest services, exhibits, research, administration, and parking

This information is not readily available and, based upon the various models for Zoos, no "standard" exists as a basis to evaluate and review this request.

17. Summary of funding sources for the Zoo: membership, government grants, Charter 77a (3%=3.8 million per year), donations, and sales of food and souvenirs.

This issue was addressed previously in the Zoological Society's May 11th presentation/materials.

18. Analysis of parking and circulation for each lease holder, re: service, impact, economic cost and benefit.

Referred to the July Parking/Circulation Meeting.

19. Economic projections of the Zoo and budget for expansion to 132.5 usable acres, build out 'requirement'.

Referred to the July Parking/Circulation Meeting. (Intent of this question clarified to mean visitor attendance/parking requirements).

20. Define the benefits to the San Diego property owners and residents for Charter 77a.

This Charter was approved by public vote in the 1930s and determined by public policy at the time adoption. The requested information regarding the current benefits to property owners and residents is not readily available to staff.

21. Who uses what facilities? How often are buildings used? What buildings are not used to full capacity? How many people are affected by using facilities? What is the effect?

Referred to the June 22nd Meeting - Land Use Follow Up.

22. Current development impact fees in Mid-City communities and how can they be increased.

Impact fees are determined by City Council. Request for current information in specific communities may be obtained by contacting the Long Range Planning Division in the Planning and Development Review Department.

23. Joint use policy between San Diego Unified School District and Park and Recreation Department - turfing of playing fields and use of school property by the community to make up deficiencies.

Referred to the June 22nd Meeting - Land Use Follow Up.

24. Census tracts of surrounding communities - general income levels. What other forms of free recreation are available for those with limited incomes.

These issues are being considered as a part of the City's Strategic Framework Plan currently under review. Further information may be obtained by contacting the Long Range Planning Division of the Planning and Development Review Department.

25. What are the plans of the City Park and Recreation Department to provide more park facilities within the City of San Diego? What is the schedule?

Referred to the June 22nd Meeting - Land Use Follow Up.

June 8, 2000

Tourism's Impact on the San Diego Economy

Tourism is San Diego county's third largest industry behind manufacturing and the military. Last year, San Diego's visitor industry provided a \$4.8 billion boost to the local economy and generated jobs for nearly 150,000 individuals throughout the greater San Diego region.

In addition to the large influx of tourist dollars into the local economy, overnight visitors to San Diego also subsidize local government coffers with Transient Occupancy Taxes (TOT). Tourists, conventioneers and business travelers who stay in San Diego hotels and motels pay the TOT, not San Diego area residents. The TOT is used by the City of San Diego to fund a variety of city services from police and fire protection, to facilities maintenance and road repair. In addition, the City of San Diego has recently committed a significant amount of TOT to pay for two major public projects of primary benefit to San Diegans: the new downtown ballpark and new main library. This year alone, the city will collect more than \$100 million in TOT from visitors.

As the city becomes more and more reliant on the visitor industry and the TOT, it is imperative that steps are taken to ensure the continued success of the region's tourism sector. Key to this success are the region's major visitor attractions, including the World Famous San Diego Zoo.

Economic Impact of the Zoological Society of San Diego

The Zoological Society of San Diego and its two facilities, the San Diego Zoo and Wild Animal Park, have been critical elements in San Diego's appeal as a visitor destination for several decades. Known across the globe for its dedication to the conservation of endangered species and habitats and wildlife education, the San Diego Zoo is perhaps San Diego's most familiar tourism icon.

As an important component to San Diego's multi-billion dollar visitor industry, the Zoological Society's monetary impact on the San Diego regional economy is significant. The Society's annual economic impact is estimated to be approximately \$500 million. The institution employs over 2,500 San Diego area residents each year and purchases goods and services in excess of \$50 million from companies annually. These businesses range from product vendors and suppliers to the architectural, engineering and construction companies hired to design, plan and build exhibits.

Source: San Diego Convention & Visitors Bureau



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The Zoological Society of San Diego June 15, 2000

TO THE MEMBERS OF THE WORKING GROUP

RE: Zoo Space Needs Project

On behalf of the Zoological Society of San Diego, thank you for your attention and questions during the Zoo's space needs presentation on May 11, 2000. We appreciated the opportunity to appear before you and hear your concerns.

I would like to emphasize, again, that the Society considers the work you are doing extremely valuable. The presentations made by representatives of the surrounding neighborhoods gave a sharp focus to the need for additional open park space. The Society understands more than ever the need to devise plan options that will not only address Balboa Park parking and Zoo space needs, but look at increasing the amount of open, green park space.

We do not believe that these goals are mutually exclusive. We hope that during the design charrettes later this summer, creative design options can be devised that consolidate and increase parking, allow the Zoo additional space to meet some of its needs, and increase open green space. Achieving these goals requires overcoming obstacles, but we expect that the combined talents of the Working Group will find a way.

We would like to clear up a misunderstanding we believe has occurred since our presentation. The space needs study concludes that even if the Zoo is allowed to construct exhibits within its parking lot, an additional 30 acres would be necessary to implement the 1984 bioclimatic plan. This is accurate, but we <u>are not</u> asking to acquire these 30 acres in Balboa Park to make up the shortfall. We plan to address the shortfall in several ways:

- a. Pursue more methods of using the current leasehold more efficiently.
- b. Explore more opportunities to use the Wild Animal Park, given its climate and other constraints.
- c. Emphasize exhibits at the Zoo for species that need the coastal climate of Balboa Park
- d. Downscale some of the exhibits proposed in the 1984 plan.
- e. Remain open to explore other options with the community.

We believe that all of us are engaged in a unique and rare opportunity to address and solve many problems that have affected Balboa Park for years. If you, as members of the Working Group, can accomplish this, you will have done a great service for the citizens of San Diego.

Sincerely,

Douglas G. Myers Executive Director

Zoological Society of San Diego

attachment (1)

Executive Summary An Examination of the Space Needs of the San Diego Zoo in Balboa Park

ntroduction

In May 2000 the Zoological Society of San Diego prepared a working paper in response to the many questions raised by the Planning Commission and the public regarding the future space needs of the San Diego Zoo. A copy of the full report is available on the Zoo's Web site (www.sandiegozoo.org) or from the Zoological Society by calling (619) 685-3291.

This summary outlines the space needed to achieve Society goals regarding animal and botanical research, reproduction, exhibition and visitor education. Parking needs will be addressed in a separate paper.

Background

Historically zoos have changed from menageries of animals in cages to concrete and moated exhibits, and finally the latest transition — conservation-oriented, bioclimatic habitats. Today's conservation-oriented zoos require more space.

The modern zoo facilitates conservation and research activities needed to save endangered and threatened species.

- Researchers and animal care specialists learn about animal reproduction, diet and social behavior contributing to saving species in the wild.
- Visitors are educated about the natural history and geography of animals as well as the plight of endangered species related to habitat loss and encroachment resulting from human activities.
- Animal reproduction contributes to genetic diversity and self-sustaining populations of species while increasing opportunities to reintroduce species to remaining safe habitats in the wild.

Space Needs

In 1984 the Zoological Society of San Diego adopted a long-range Bioclimatic Plan to guide the redevelopment of the Zoo. The goal was to create self-sustaining populations of threatened and endangered species and to enhance scientific research, conservation and education opportunities. The plan addressed animal behavior as it relates to both environmental considerations (such as the bioclimatic zones) and their complex social order.

In 1995 the planning and architectural staff of the Zoological Society realized the 1984 Bioclimatic Plan underestimated the space needed for redeveloping the Zoo's animal/botanical exhibits and related support areas.

The discrepancy resulted from new exhibit technologies and animal husbandry practices, changing environmental regulations and requirements of the Americans with Disabilities Act.

Shortfall

Detailed information on the shortfall analysis is presented in the full report. The following is a very brief presentation on the results of the analysis.

A comparison of the usable space available within the Zoo's current fence-line and the space needed to implement the 1984 Plan, reveals a shortfall of 55.5 acres. However this shortfall is only 30 acres if the existing 25.5-acre asphalt parking lot, which is already part of the Zoo's current leasehold, is used for exhibit space.

Knowing it is unrealistic to expect that the City of San Diego would lease an additional 30 acres of Balboa Park to the Zoo, the Zoological Society will:

- Continue to pursue methods of using the current leasehold more efficiently.
- Explore additional opportunities to use the Wild Animal Park, considering the climate and other limiting factors.
- Focus on exhibits for species that need the coastal climate of Balboa Park.
- Downscale some of the exhibit plans.
- Explore other options with the community.

Consideration of using the Zoo's parking lot for exhibits will require addressing the following issues:

- Replacement, and ideally, increased parking off-site to serve all of Balboa Park as well as the Zoo.
- Parking adjacent to the War Memorial building to serve users of that facility.

Issues related to parking and access will be addressed in the summer of 2000 by the Working Group created by the City to develop options which integrate the needs and interests of the Zoo, other Balboa Park institutions, park users, neighbors and the San Diego community at large.

In connection with the purpose of the Working Group, the Zoological Society believes the following planning opportunities are emerging:

- Strengthen the connection between the Zoo and Balboa Park.
- Improve the landscape and gateway along Park Boulevard.
- Increase public green space and reduce asphalt.
- Address current and future parking needs of all of Balboa Park.

May 31, 2000

Balboa Park Carousel

LENGTH OF TIME LOCATED IN THE PARK

85 Years

LEASE CONDITIONS AND EXPIRATION DATE

Lease expires in 2016 with perpetual extensions granted since 1922 when the Balboa Park Carousel permanently located in Balboa Park.

NUMBER OF USERS TODAY

General public - numbers vary

PROJECTED FUTURE USERS

General public - numbers vary

WHO USES THE SITE

General Public

WHEN THE SITE IS USED

The Carousel operates on Saturday and Sunday during the winter and is open 7 days a week during the summer months. It is also open during all school holidays and is closed Christmas Day and Thanksgiving Day. The operating hours are 10:30 a.m. to 5:30 p.m.

HOW THE SITE IS USED

Individual riders, groups, school groups, etc.

FUTURE PLANS FOR THE SITE

Possible remodeling of the building by relocating the work shop and mechanical room to a new small 1500± square foot addition on the west side of the building (on a portion of the existing concrete area) and restoring the existing side of the building facing Park Boulevard to its original shape. The small addition would incorporate the work shop, mechanical room, and ticket booth and create a small assembly space for groups when the weather is rainy or cold.

CRITICAL ISSUES FOR BALBOA PARK CAROUSEL

Location that relates to the Zoo entrance and Zoo Place

Continued use of the northerly and southerly parking lots surrounding Balboa Park Carousel Development of the promenade directly connecting the Balboa Park Carousel to Spanish Village via the old trellis Village entrance and the Zoo entrance

Revision to the location of the children's playground west of the Balboa Park Carousel as shown in the Central Mesa Precise Plan

Re-establish the Balboa Park tram stop at the Balboa Park Carousel



Zoo Place at Park Boulevard, San Diego, California

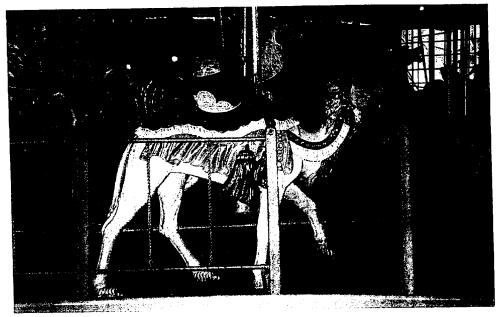
THE BALBOA PARK CAROUSEL

The historic Balboa Park Carousel was made in North Tonawanda, New York by the Herschell-Spillman Company in 1910. After temporary locations in Los Angeles' Luna Park and Coronado's Tent City, next to the famous Hotel Del Coronado, the Carousel was permanently settled in San Diego at Balboa Park in 1922 at the Plaza De Balboa. It has been at its current location in Balboa Park since 1968 as part of the new Balboa Park Masterplan. The Carousel is housed in a decagon shaped building that looks like a Bavarian farm building sitting on a grassy hill near the entrance to the world famous San Diego Zoo. In 1994, the National Carousel Association awarded the Balboa Park Carousel one of the first "Historical Carousel Awards" in the United States in recognition of its status as a historically significant carousel in North America.

The Carousel is a menagerie of animals and all, except for two pairs of miniature horses, are the originals hand-carved by European craftsmen. The hand-painted murals surrounding the upper portion of the Carousel are originals, as is the North Tonawanda military band organ, which occasionally provides authentic carousel music for the patrons. Music for the unique building is primarily provided by a custom sound system utilizing various c.d.'s and tapes. Still in use is the original 10 H.P. electric motor with a mechanical clutch and brake to control the Carousel that spins around at about 13 miles per hour at the outer edge.

The original owner was Mr. H.D. Simpson of San Diego, who married into the Jessups Jewelry Family. Subsequently, the Carousel was owned and operated for many years by Clarence Wilken and his daughter, Virginia E. Long. The present owner is The Balboa Park Carousel, Inc., headed by William A. Steen, a long time Consulting Civil Engineer in San Diego.

The Carousel is open on weekends and school holidays during the winter months and every day during the summertime. This is one of the few Carousels in the world which continues to offer the brass ring game, so a double treat is in store for everyone who takes the 5 minute ride. It has carried over 15 million riders on a make-believe journey bringing joy, delight and satisfaction to children, their children and their children's children on a pilgrimage of joy across the United States. In a day when craftsmanship is a dying flower, and mass production the rule of the day, why not forget the adult world for 5 minutes, relax, and enter a nostalgic dream world of the past, where happiness is a leisure ride on a never ending course and fun is the order of the day.



A Herschell-Spillman park machine operates in Balboa Park. The carousel's menagerie collection nearly rivals that of the nearby San Diego Zoo. A vintage military band organ complements the ride.



Few carousels can boast original paint like that on the scenery panels, a glimpse into the past.

A Visit to Balboa Park's "Other" Zoo

Story and photos by Ben Morriston

San Diego, California's Balboa Park is home to the world famous San Diego Zoo. While you'll see some of the most exotic animals in captivity there, carousel enthusiasts will find an equally impressive array of menagerie animals just *outside* the gates of the Zoo. That's where you'll find a fabulous Herschell-Spillman park model carousel.

The same year the carousel rolled out of the North Tonawanda shops in 1910 en route to its West Coast home, Admiral Perry would reach the North Pole, the Lincoln penny would be issued to replace the Indian head cent, and Barney Oldfield would set a new land speed record of 133 miles per hour.

The Herschell-Spillman carousel is a low tech marvel in today's high tech world.

The carousel circled at locations in Los Angeles' Luna Park and Coronado's Tent City before being permanently installed at Balboa Park in 1922.

Purchase a ticket to ride and you'll magically spin back in time on this three-row beauty. It's like a travelling showroom for the Herschell-Spillman company, featuring all but one of the company's menagerie figures listed in its advertisements.

The outside row animals are all stationary and include a heavily armored horse, jeweled steeds with well carved trappings and the graceful Herschell-Spillman rose

horse. But it's the outside row menagerie that command attention.

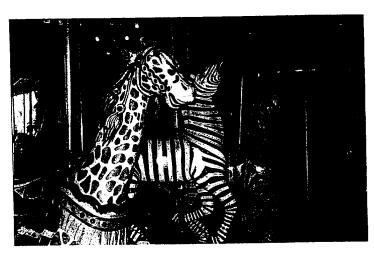
You can hop aboard the huge green sea monster that is ferociously sweet. They're not seen on many working carousels today.

And neither is the nicely carved stork, which rides the outside row of the platform.

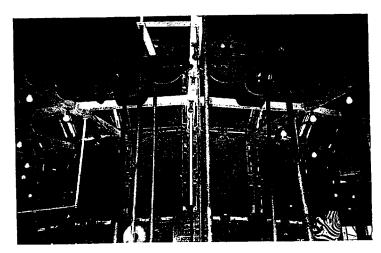
Or if you prefer a more domesticated ride, there is the wonderful prancing goat. The fur is heavily carved and so are the trappings.

Herschell-Spillman carvers added realistic touches to the deer, with ornately carved trappings and by using real antlers.

Want something more exotic on your ride back in time? Then how about a camel



The machine features a delightful menagerie, including bareback zebras.



Look up and you'll see the decorative rounding boards and mechanism.

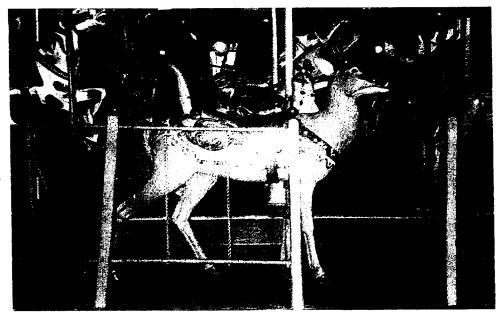


Stork with a baby at the cantle on the outside row.

complete with two humps, or the giraffe with intricate trappings and jewels, or the huge lion with caved warrior and shield, or the tiger with heavy undercuts, a woman and jewels carved on the side. You know immediately that this carousel is a real treasure.

But wait until you see the second and third row figures. If you prefer going up and down, you'll head to these animals.

Among them, stargazing zebras, frogs with clothing, whimsical cats with heavily carved ribbons and bows, or the ostrich if you prefer. The barnyard is represented with roosters, pigs, mules, dogs and of course leaping horses. It appears the only Herschell-Spillman menagerie figure not



The stately deer occupies the lower level platform; jumpers are all on the second level.

represented on the carousel is the kangaroo.

The magic still doesn't stop with the figures. The inside and outside scenery are bathed in nicely preserved original paint.

And the chariots are worthy of mention. An Uncle Sam chariot has been cut in half to accommodate several small metal Allan Herschell kiddie horses. One part of the chariot features Uncle Sam, while the other half sports an eagle. Another chariot rocks amid the jumping animals.

If all of that isn't enough to whet our appetite for a ride, then the wafting music of a band organ will surely lure you aboard for a five minute ride. A vintage North

Tonawanda Military Band Organ is used for music when various tapes and CDs aren't being played.

But hold on—there's more!

Topping off the thrill is the chance to grab the brass ring. The carousel sports one of the few ring machines still in use today.

A couple of other notes about the history of this great machine...it still uses the original 10 horsepower electric motor with mechanical clutch and brake.

For nearly a century this historic carousel, spinning at 13 miles an hour, has carried more than 15 million riders.

It's good to know that some things were made to last.



An outside row rose horse with decorative sash.



The carousel's ferocious sea monster roars.



The goat has deeply carved fur and tassels.

ADDITIONAL INFORMATION REQUESTED BY THE WORKING GROUP MEMBERS REGARDING THE APRIL 27TH LAND USE PRESENTATIONS

PARK AND RECREATION DEPARTMENT

1. Cost comparison of reclaiming non-park use in Balboa Park to meet City standards versus purchase of land outside Balboa Park for park development, ie:

1a. Reclaim Arizona landfill to turfed park land?:

To reclaim the Arizona landfill as turf area will be expensive if not prohibitive. The landfill is required by the State to be 'closed' which means all surface water must be directed away from the land fill. This would require that clay or another impervious surface be provided over the top of the entire landfill area. In addition an extensive subsurface drainage systems and a 4' to 6' cover of soil over the land fill would be required. All irrigation would be required to be doubled piped. Irrigation and gas monitoring would be part of the installation. Current costs to close landfill and provide turf have not been determined.

1b. Reclaim Florida Canyon to viable habitat?:

Reclaiming Florida Canyon north of Zoo Place would be practical and is part of the East Mesa Precise Plan. The existing road from Zoo Place to Morley Field is recommended to be removed and replanted with native species. Current costs have not been determined.

1c. Relocate school and reclaim park?:

The relocation of San Diego High School would cost an estimated \$50,000,000. This would include the following activities: (1) buying out the lease, (2) acquiring property for the new school and (3) constructing a new school.

The relocation of Roosevelt Junior High would require that the City acquire the property at fair market value, and other costs would include construction of new school and relocation costs. Costs could exceed \$25,000,000.

1d. Relocate City Operations yard for play fields?:

The relocation of the City Operations facilities, located on park land, has been discussed for years and the costs to relocate these services to a new site within the City would cost several million dollars with land acquisition as an additional cost.

2. City Charter that governs and defines leases for Zoo and other leases in Balboa Park?

The City is a charter City under the authorization of the constitution and laws of the State of California. The City Charter addresses leases in Section 1 'Incorporation and corporate powers' which allows the City to sell, lease, convey, exchange, manage and dispose of land per the City's discretion. The charter does not give specific guidelines for leases in Balboa Park.

Council Policy 700-4 provides guidelines for the usage of buildings within Balboa Park. To obtain a copy of this Council Policy please contact the City project manager.

3. Is there a restriction on percentage of park land leased in Balboa Park as in Mission Bay Park? No, not currently. Charter section 55.1, 'Mission Bay Park Restrictions Upon Commercial Development' states that total land and water area leases shall not exceed 25% of the total dedicated land area without a 2/3's vote of the people. This was voted in by the people in 1987. To provide this type of restriction in Balboa Park would require a ballot proposal and a 2/3's vote of the people.

4. Balboa Park non-Zoo buildings use, frequency, efficiency, numbers of people per year? Who uses the Balboa Park facilities? How often are buildings used? What buildings are not used to full capacity?

Building	Total Days Available	Total Days Used
War Memorial Building	365	335
Organ Pavilion	365	183
Casa del Prado:		· .
Casa Jr. Theater	365	336
Dance Studio	365	346
Large Banquet Hall	365	331
Medium Banquet Hall	365	330
Small Banquet Hall	365	283
Open Courtyard	365	71
Palisades:		
Large Banquet Room	365	354
Medium Banquet Room	365	241
Medium Meeting Room	365	87
Puppet Theater	365	266

Program Activity	July-Sept 1999	Oct-Dec 1999
Balboa Park General Attendance	468,945	549,569
Balboa Park Program/Facility		
Users	844,545	900,930
Bud Kearns Pool	39,754	5,859
Activity Center	19,200	16,100
Municipal Gym		5,600
San Diego Zoo	1,142,024	651,379
Balboa Park Museums	733,687	735,326
Morley Field Athletic Area	45,000	28,500
Program Attendance	49,388	28,050
Total Attendance	3,342,543	2,921,313

Note: Figures above based on July 1, 1999 to June 30, 2000.

5. Explanation of how Arizona landfill is justified as 'natural area and canyon'?

The Arizona landfill was originally a canyon. The canyon was used as a landfill to create additional level land for the park. Unfortunately, as a result of being a landfill, methane gas, land subsidence and toxic conditions do not permit the level land created to be used for turfed recreation without going to a great expense to contain the landfill. Therefore, the Precise plan recommends using the area as a natural area of native vegetation and passive recreation.

6. Joint use policy between San Diego Unified School District (SDUSD) and Park and Recreation Department - turfing of playing fields and use of school property by the community to make up deficiencies?

The first official joint use policy between the City and SDUSD was prepared in 1948. Prior to that, the joint use of facilities was informally agreed to. The 1948 policy dealt primally with conducting recreational programs on school property and not to correct parkland deficiencies. Over the years, joint use projects on school properties have been counted toward satisfying the required park acreage standards per the General Plan.

7. What are the plans of the Park and Recreation Department to provide more park facilities within the City of San Diego? What is the schedule?

The Park and Recreation Department is continuing to work with each community within the City to provide parks based on the General Plans requirements for population-based parks. Each community is different in what is required and what can be provided. Different Park Fees have been established to attempt to provide funds for the acquisition, design and construction of addition facilities in every community. Newer communities have or are providing adequate land and facilities for their residents. The older urbanized communities within the City are difficult to provide land in the amount required per population due to relocation of residents and demolition costs. The City is actively working on joint use agreements with schools and looking for areas where pocket parks can be provided.

Prior to the inception of the original park fees in 1976, the entire cost for the acquisition/design and construction of parks was by Capital Outlay Funds, general City revenue. That source of funding is not available in the amounts needed in those comminutes that are deficient.

8. Residential housing downtown is growing. Is this having an impact on Balboa Park? What about the downtown neighborhood's needs for parkland?

Yes, the downtown area is growing as fast as the rest of the City. The south-west perimeter of Balboa Park is adjacent to this area of downtown and will be impacted by the growing population and intensification of parking and circulation needs. General Plan standards for population-based parks apply to the downtown area. The Center City Development Corporation (CCDC) administers the acquisition and design of all parks within downtown. In the year 2020 according to SANDAG the downtown population will be 50,000 people and this population will require 120 acres. Currently existing parkland and school credits are 10 acres. There will be a shortfall of 110 acres in 2020.

9. How much money is in the Environmental Growth Fund? Is it being used to build more urban parks? No, the Fund is not used for the building of urban parks. The City Charter section 103.1a dictates the use of the Environmental Growth Fund revenues. The charter says the City will use 2/3's of the money as debt service for bonds of any nature issued for acquisition, improvement and maintenance of open space to be used for park or recreation purposes. The remaining 1/3 is used for the operations and maintenance costs for resource-based parks such as Balboa Park, Mission Bay Park and Mission Trails Park.

World Conservation Monitoring Centre (IUCN) Threatened Animal Listing

The World Conservation Monitoring Centre (IUCN) publishes and maintains a list of threatened animal species. This list is different from, and more comprehensive than, the species listed under the U.S. Endangered Species Act (which was established primarily for U.S. native species). IUCN places animals in the following three categories:

Critically Endangered

- Analysis indicates the species faces a 50% probability of extinction in the next 10 years or 3 generations.
- ♦ 169 mammal, 168 bird, 41 reptile and 18 amphibian species are in this category.

Endangered

- Analysis indicates the species faces a 20% probability of extinction in the next 20 years or 5 generations.
- ♦ 315 mammal, 235 bird, 59 reptile and 31 amphibian species are in this category.

<u>Vulnerable</u>

- ♦ Analysis indicates the species faces a 10% probability of extinction in the next 100 years.
- 612 mammal, 704 bird, 153 reptile and 75 amphibian species are in this category.

These categories have the following limitations:

- ♦ All known animal species have not been assessed.
- For many species, habitat, behavior and remoteness make population estimates impossible (data is not sufficient for analysis of 209 mammal, 66 bird, 74 reptile and 42 amphibian species).
- ♦ Animals which are extinct in the wild are classified separately.
- Only known species are assessed (new species are being discovered every year).
- The listing does not indicate important inter-species relationships (Example: the black-tailed prairie dog is not considered endangered. However, the increasing the prairie dog population is an important factor in saving the black footed ferret a critically endangered species).
- ♦ The listing has not been updated since 1996.

Zoological Society of San Diego Information Packet



Native Species Programs

Species Specific Field Programs

California condor
San Clemente Loggerhead shrike
Least tern
Horned lizard
Bighorn sheep
Desert tortoise
Thick-billed parrot

Conservation Programs:

- Southwestern North America is one of five key areas designated by the Zoological Society's conservation initiative (announced January 2000).
- ♦ The Zoological Society is working to establish field stations in each key area.
- Native species habitat at the Wild Animal Park has been designated a protected area.
- ♦ The Zoological Society is looking at options to use Wild Animal Park's protected native habitat for conservation education.
- ♦ Conservation staff currently work with U.S. Fish and Wildlife to gather data from the protected native habitat at the Wild Animal Park.
- ♦ In May, working with U.S. Fish and Wildlife Service, Zoological Society hosted a stamp launch to highlight endangered native species.
- ♦ The Wild Animal Park's newest exhibit features endangered and indicator species native to the Southwestern United States and has a large educational component.
- ♦ This spring Zoological Society began construction of a straw bale building which will be a seed bank for native plant species.
- ♦ San Diego Zoo keepers, working with state and local agencies, are undertaking a native mammal species census.
- The Zoological Society regularly sends staff and expertise to assist at a protected monarch butterfly wintering site in Mexico.
- Horticulture staff at the Wild Animal Park maintain native plant and waterwise gardens, and regularly host workshops to promote such gardens.
- ♦ Use non-releasable native animal species in educational programs.
- Daily animal program at the Zoo's Wegeforth Bowl highlights native animal species.

Browse at the San Diego Zoo

Introduction:

- Plant material, grown and offered to animals for food (ex: eucalyptus, bamboo and acacia), is termed "browse."
- ♦ Browse is used by the Zoological Society of San Diego as a necessary food source, a nutritional supplement and an environmental enrichment.
- At the San Diego Zoo several endangered species are wholly dependent (koalas, pandas, douc langurs) for their survival on browse.
- If the browse program did not exist, the horticulture staff estimate the cost of buying and bringing in browse for the animals housed at the San Diego Zoo would cost in excess of \$5 million annually.

What are the Various Arrangements for Growing Browse?:

Ornamental Plantings

- Trees, shrubs and flowering plants seen around exhibits at the Zoo and Wild Animal Park are trimmed for use as browse.
- Careful harvesting enables dual use: beautiful visitor landscape and browse
- Represents a reliable source of browse.

Cultivation

- ♦ Some browse is harvested in a farm setting in areas separate from the Zoo and Wild Animal Park.
- Currently one browse farm, 7 acres, leased from UCSD.
- In order to address an increasing need for browse, the Zoo is exploring the possibility of developing additional off-site browse farms.

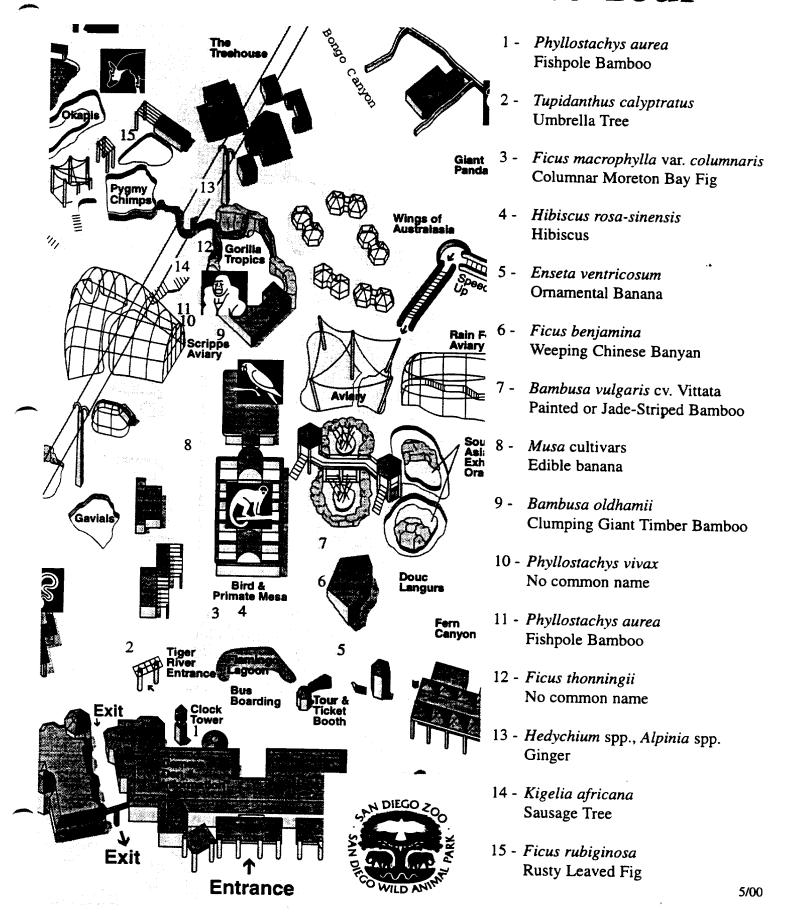
Community Sources

- When invited to do so, Zoo staff trim foliage at other sites.
- The Zoo receives browse and the property owner receives trimming service.
- Areas have dual use browse harvesting is compatible with people using the area.
- Not a long-term reliable source

One-time Plant Removal

- Large landowners occasionally ask the Zoo staff to clear unwanted plants from property.
- The Zoo receives the browse and landowner receives brush/plant removal.
- Drawback: it's a one time deal

Botanicals to Browse Tour



Wild Animal Park Additional Information Requested by the Working Group June 13, 2000

The Working Group has asked for additional information on the following:

- 1) Summary of constraints/opportunities for meeting the needs of Zoo expansion at the Wild Animal Park
- 2) More specific data on and maps of the Wild Animal Park property.
- 3) More information on protected resources including habitat
- 4) Current Wild Animal Park plans/application processing.

Meeting the Zoo's Needs at the Wild Animal Park

The greatest constraint on meeting the Zoo's needs at the Wild Animal Park is the climate. The extreme variations in temperature at the Wild Animal Park create an inappropriate environment for many of the threatened and endangered species housed at the Zoo. Please refer to pages 17 - 19 of the Zoological Society report entitled An Examination of the Space Needs of the San Diego Zoo in Balboa Park for more information on this subject.

The greatest opportunity is the space that may be available for new exhibits at the Wild Animal Park. This will enable the Wild Animal Park to help meet the future space needs for some Savannah animals and others that can thrive in those climatic conditions. However, using this new space at the Wild Animal Park depends on obtaining the city permits and complying with environmental regulations that permit new development.

Data and Maps

The 1800 acre San Diego Wild Animal Park is located on the northern side of San Pasqual Valley Road (SR-78) in the upland portion of San Pasqual Valley. The site is owned by the City of San Diego Water Utilities Department.

The property is located within the Future Urbanizing Area according to the City General Plan and is zoned A-1-10. The existing facilities and exhibit areas occupy 625.2 acres and were built over the past 30 years with all permits required by the City of San Diego at the time of construction.

Exhibit 1 is a map of the Wild Animal Park indicating uses.

Protected Resources

Of the 1800 acres, 1017 acres are within the city's Multi-Habitat Planning Area (MHPA). These 1017 acres are to be preserved in their natural coastal sage scrub habitat. Exhibit 2 shows the MHPA boundary.

The 783 acres outside the MHPA are more suitable for development than the 1017 acres within the MHPA, but it is important to note that these 783 acres are also subject to environmental regulations that constrain the use of this acreage. In addition to the coastal sage scrub habitat, other on-site resources are regulated by city, state and/or federal laws including wetlands, steep slopes and cultural resources.

Following are natural characteristics of the 783 acres outside the MHPA which are constrained by environmental regulation:

- 87.2 acres are steep slopes, 31.5 acres of which could be developed for Park use pending city permit approval).
- 218.7 acres are coastal sage scrub which may be developed for Park use if suitable mitigation occurs

Wetlands and archaeological areas within the 783 acres would be buffered and avoided by any development. Wetlands are shown on Exhibit 3, but archaeological sites are not mapped for public viewing to prevent loss of the resource.

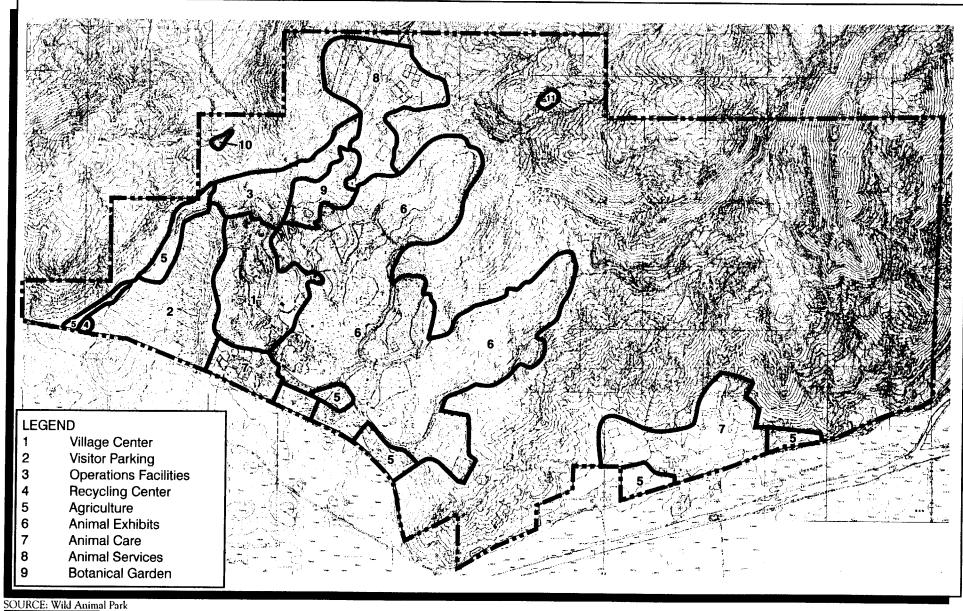
Wild Animal Park Permit Processing

The Wild Animal Park is required to have building, grading and other construction-related permits to build facilities at its San Pasqual location. To assure that the future construction-related applications comply with governmental regulations regarding protection of natural and cultural resources, the Wild Animal Park is now processing a Resource Protection Ordinance permit.

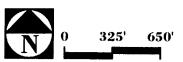
The Resource Protection Ordinance permit application and companion Environmental Impact Report is in the early stages of processing at the city. The Draft Environmental Impact Report should be distributed for public review by the end of summer.

These permit and environmental review materials include the information set forth above regarding the presence of resources on the property and other environmental considerations such as traffic projections.

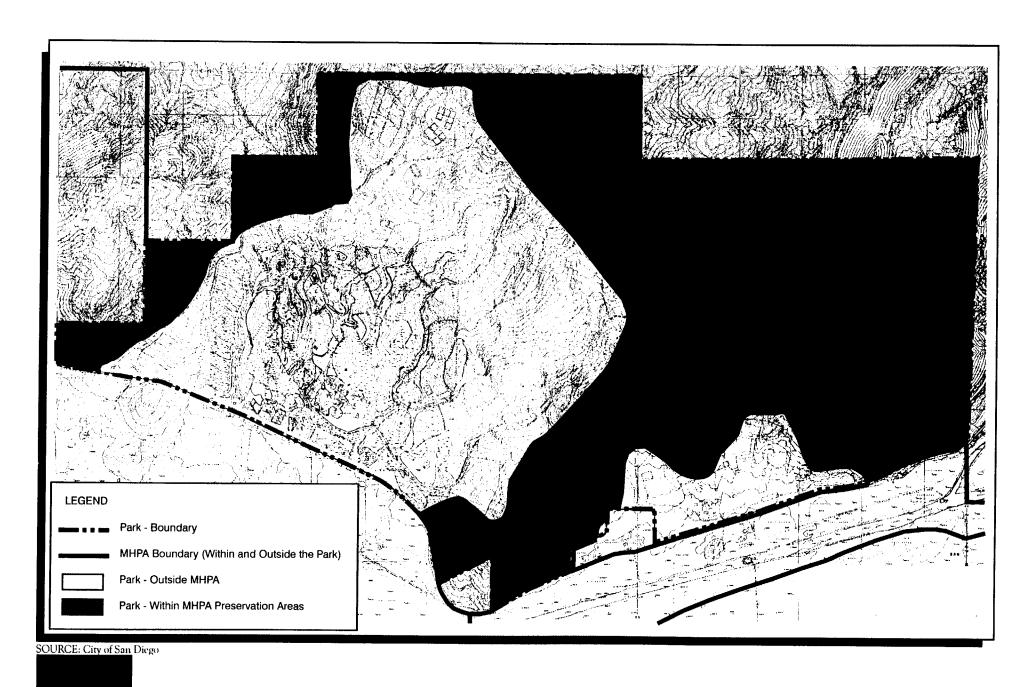
The intent of the permit process is to assure that the potential environmental impacts of future construction are mitigated with special attention to preservation of the MHPA, mitigation for resources outside the MHPA (if impacted), and identification/mitigation of future traffic impacts.







Year-2000 Park Facilities **Overview Sheet**



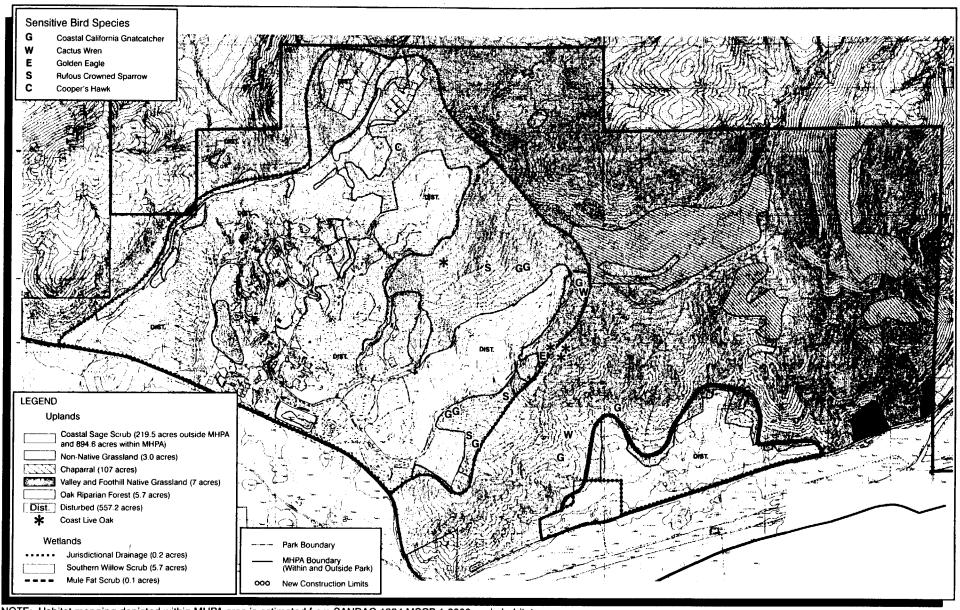




325' 650'

MHPA Area Within The Park

Txhibit 2



NOTE: Habitat mapping depicted within MHPA area is estimated from SANDAG 1994 MSCP 1:2000 scale habitat map.



Biological Resources Map

(Exhibit ?

Tourism's Impact on the San Diego Economy

Tourism is San Diego county's third largest industry behind manufacturing and the military. Last year, San Diego's visitor industry provided a \$4.8 billion boost to the local economy and generated jobs for nearly 150,000 individuals throughout the greater San Diego region.

In addition to the large influx of tourist dollars into the local economy, overnight visitors to San Diego also subsidize local government coffers with Transient Occupancy Taxes (TOT). Tourists, conventioneers and business travelers who stay in San Diego hotels and motels pay the TOT, not San Diego area residents. The TOT is used by the City of San Diego to fund a variety of city services from police and fire protection, to facilities maintenance and road repair. In addition, the City of San Diego has recently committed a significant amount of TOT to pay for two major public projects of primary benefit to San Diegans: the new downtown ballpark and new main library. This year alone, the city will collect more than \$100 million in TOT from visitors.

As the city becomes more and more reliant on the visitor industry and the TOT, it is imperative that steps are taken to ensure the continued success of the region's tourism sector. Key to this success are the region's major visitor attractions, including the World-Famous San Diego Zoo.

Economic Impact of the Zoological Society of San Diego

The Zoological Society of San Diego and its two facilities, the San Diego Zoo and Wild Animal Park, have been critical elements in San Diego's appeal as a visitor destination for several decades. Known across the globe for its dedication to the conservation of endangered species and habitats and wildlife education, the San Diego Zoo is perhaps San Diego's most familiar tourism icon.

As an important component to San Diego's multi-billion dollar visitor industry, the Zoological Society's monetary impact on the San Diego regional economy is significant. The Society's annual economic impact is estimated to be approximately \$500 million. The institution employs over 2,500 San Diego area residents each year and purchases goods and services in excess of \$50 million from companies annually. These businesses range from product vendors and suppliers to the architectural, engineering and construction companies hired to design, plan and build exhibits.

Source: San Diego Convention & Visitors Bureau

PARKING AND CIRCULATION MEETING FOR THE WORKING GROUP MEETING OF JULY 15, 2000

FACT SHEET FOR PARK AND RECREATION DEPARTMENT

Overview of Existing Parking and Circulation in Balboa Park

- 1. Existing Access to Balboa Park: 90% by private automobile and 10% other, including public transit, park trams, bicycle, tour buses and on foot.
- 2. Historical Access and Circulation: Park was designed to be viewed and enjoyed by pedestrians. The 1915 and 1935 World Expositions created architecture that would be viewed from all sides for pedestrians. Introduction of the automobiles soon created circulation conflicts. In 1973 the city closed the Prado to pedestrians only to eliminate the parking and circulation problems. The 1992 recommends closing the remaining part of the Prado and Palisades area to further eliminate circulation problems.
- 3. Current Access and Circulation: Automobiles enter off of 6th Avenue and Park Blvd.
- 4. Park Tram: The current Park Tram system was started in 1991. The Park Tram runs from Inspiration Point to the west side of the park, seven days a week. Each park tram carry approximately 30 people.
- 5. Current Circulation Conflicts: Pedestrians vs. Vehicle and Delivery and Exhibit needs vs. Passenger Loading and Unloading. Current pedestrian and vehicle problem areas: Plaza de Panama, Spanish Village and Village Place and President's Way and Pan American Way. Current delivery and Exhibit needs vs. Passenger Loading and Unloading: Casa de Balboa parking lot, Village Place and Old Globe Way.
- 6. Existing Parking Supply in the Central Mesa and Inspiration Point area: See attached chart and map.
- 7. Parking Needs for Balboa Park: Parking requirements are not found in the Municipal Code like a commercial zoned property, which requires 5 spaces per 1000 square feet of building. Parking needs for the Park are based on the standards of the National Recreation and Park Association (NRPA).

8. NRPA Standards:

Acreage of Park:

Total acreage of park (includes green recreation spaces, natural areas and

parking lot areas).

Use Intensity:

Number of park users per acre (standard is 50 people per acre for this type

of park).

Vehicle Occupancy: Number of people per private car (standard is 4 people per car for this type

of park).

9. Parking Needs for 2000

(Calculations for Central Mesa and Inspiration Point only):

Acreage of Park for the Central Mesa and Inspiration Point:

Use Intensity (50 people per acre)

Vehicle Occupancy and Needed Spaces:

Existing Parking Spaces

203 acres

10.150 people

2,538

6,659

10. Changes to Existing Parking per the 1992 Precise Plan:

Existing Parking Spaces today

Remove on grade parking for Prado, Palisades and

Organ Pavilion

Add parking structure behind Organ Pavilion

Parking Spaces plus Organ Pavilion Structure

6,659 parking spaces

-747 parking spaces

+1,500 parking spaces

7,412 parking spaces

11. Population Needs in 2020

Population of San Diego projected to increase by 43% in the year 2020.

Increase in parking needs vs. available open park land. No plans to build new on grade parking lots. Increase parking needs to be found through increase public transit and perimeter parking lots.

12. Precise Plans Recommendations for Pedestrian, Vehicular and

Alternate Modes of Transportation - see attached sheets.

13. Park and Recreation Recommendations

Create pedestrian environment in the central core of the Park.

Provide a major pedestrian connection from the Zoo to the Prado to the Palisades area.

Remove major parking lots from the Prado and palisades area, move to the perimeter of Central Mesa.

All parking should be designed for safety and efficiency by reducing conflicts between pedestrians and automobiles.

All parking to serve all park users.

Increase Park Tram service as parking is relocated to perimeter of park.

Establish a north-south park tram route connecting the Zoo to Inspiration Point.

EXISTING PARKING: SUPPLY

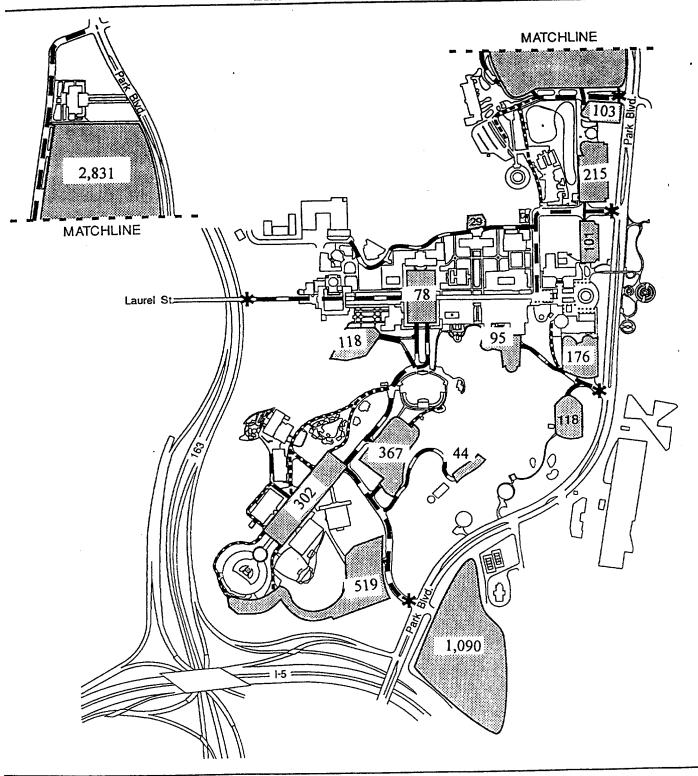
PARKING LOT	NUMBER OF SPACES							
	July 2000*	August 1999*	May 1991*					
ZOO LOT	2,831	2,780	3,016					
NORTH CAROUSEL LOT	103	99	99					
SOUTH CAROUSEL LOT	215	220	220					
VILLAGE PLACE SOUTH LOT	101	101	101					
(NATURAL HISTORY MUSEUM LOT)**		101	101					
BOTANICAL BUILDING LOT	29		29					
PLAZA DE PANAMA	78	74	74					
ALCAZAR GARDEN LOT	118	141	141					
CASA DE BALBOA LOT	95	92	92					
PEEPER GROVE NORTH LOT	176	152	168					
(FLEET SPACE THEATER LOT)**			100					
PEPPER GROVE LOT	118	113	118					
ORGAN PAVILION LOT	367	323	323					
PAN AMERICAN PLAZA LOT	302	294	294					
FEDERAL/AEROSPACE LOT	519	533	533					
GOLD GULCH LOT	44	54	54					
SUB-TOTAL:	5,096	4,976	5,306					
STREET PARKING:								
ZOO PLACE PARKING SPACES	93							
PARK BOULEVARD PARKING SPACES	225							
VILLAGE PLACE PARKING SPACES	72							
PRESIDENTS WAY SPACES	25							
MISC PARKING***	58							
SUB-TOTAL:	473							
INSPIRATION POINT LOTS	1,090	1,232	1,232					
TOTAL PARKING SPACES	6,659							

^{*} July 2000 data collected by the Metro Parks Division Rangers, August 1999 data collected by the San Diego Zoological Society and May 1991 data collected by the Precise Plan consultant.

^{**} The name of the parking lot has been changed from the name listed in the Precise Plan.

^{** *} Misc Parking includes: Blind Recreation Center (14), Centro Cultural de la Raza (10), Old Globe Way (4), Pan American Road West (2), Recital Hall (2), Spanish Village Back Lot (21), World Beat (5).





Existing Vehicular Circulation and Parking

Revised July 2000

* Vehicular Access Points

(XXX) Number of Vehicular Parking Spaces per Lot

- Vehicular Circulation

---- Service Only



·BALBOA PARK·CENTRAL MESA PRECISE PLAN



Precise Plan - Circulation

CIRCULATION

The goal of the circulation plan is to establish a pedestrian park environment that features public transportation use while providing adequate vehicular access to and within the Central Mesa. The circulation system will enable pedestrians to walk from the Zoo to the Aerospace Museum without crossing a vehicular circulation route. Service access and convenient public drop-off points are maintained. The intra-Park tram system, which enables quick access to the heart of the Central Mesa from outlying areas of the Park, is an important factor in achieving a more pedestrian oriented environment.

Restoring a pedestrian oriented park environment to the Central Mesa is a primary objective for preserving its essential character. Reducing the presence of the automobile will emphasize natural qualities of the Park while recapturing the original intent of the Central Mesa design concept. Placing priority on the pedestrian is based on the nature of the original site design. The historic architecture and horticulture, with their intricate detail, were designed to be appreciated at a walking pace. Their significance warrants pedestrian priority for circulation routes.

Reducing conflicts between pedestrians and vehicular traffic will encourage pedestrian activity. Providing site amenities, increasing lighting and expanding pedestrian access will reduce the perceived need for the automobile within the Central Mesa. Increased pedestrian use of the Park will also increase public safety as high numbers of visitors participating in desirable uses of the Park will displace less desirable activities.

With higher visitor levels in the future, alternate forms of transportation will become a necessity to ensure maximum public use and enjoyment of the Park. As pedestrian activity increases, regular tram service and increased management of vehicular circulation will enable pedestrians, vehicular traffic, and service vehicles to safely coexist despite higher levels of park use. An important aspect of the Central Mesa circulation system will be the use of shuttles to connect off-site parking with the Central Mesa. This will relieve peak demands on proposed parking areas.

Proposed parking areas will increase the amount of parking available on the Central Mesa. See Figure 41 for Proposed Circulation and Parking. The parking spaces removed from areas such as the Palisades and the Plaza de Panama will be replaced by the proposed plaza-topped Organ Pavilion parking structure. A summary of the proposed parking supply is shown on Table 2.

·BALBOA PARK·CENTRAL MESA PRECISE PLAN



Precise Plan - Circulation

Pedestrian Circulation

Objective:

Create a pedestrian oriented park environment.

Recommendations:

- Utilize pedestrian overpasses at major circulation crossings. These should be located at the Organ Pavilion connection to the Palisades and the Plaza de Balboa connection to the Rose Garden (existing to remain). Future consideration should be given to an additional pedestrian overpass near the intersection of Park Boulevard and Presidents Way.
- Concentrate parking in the proposed Organ Pavilion parking garage and restore the Plaza de Panama, the Palisades, and Village Place to pedestrian use.
- Regulate service vehicle access hours in pedestrian areas and specify designated routes.
- Separate pedestrian and vehicular circulation routes wherever possible.

Objective:

Develop a comprehensive system of pedestrian walkways throughout the Central Mesa.

Recommendations:

- Provide disabled accessibility to all park facilities.
- Provide a major pedestrian route between the Zoo entry and the Aerospace Museum that does not cross automobile circulation routes.
- Convert existing roads to pedestrian promenades wherever possible.

Objective:

Enhance pedestrian entries to the Central Mesa.

- Use focal features, accent planting, accent paving and pedestrian scale signage and lighting to delineate entry points to the Central Mesa.
- Provide enhanced site amenities at pedestrian drop-off points, public transportation entries, and tram stops.



·BALBOA PARK·CENTRAL MESA PRECISE PLAN

Precise Plan - Circulation

Objective:

Provide convenient pedestrian drop-off points for autos and trams.

Recommendations:

- Accommodate a drop-off area in all Central Mesa cul-de-sacs.
- Locate drop-offs in peak visitor use areas according to the plan.
- Ensure that all pedestrian drop-offs are accessible by the disabled.
- Provide nearby seating and shade at drop-off areas.

Vehicular Circulation

Objective:

Simplify through traffic routes in the Central Mesa.

Recommendations:

- Confine vehicle use in the Prado to one lane of eastbound one-way traffic during tram service hours. Two-way traffic may occur when the tram is not running.
- Install a stop sign, eastbound, at the entrance to the Plaza de Panama to slow traffic before entering the curve through the pedestrian plaza.
- Limit vehicular access on the east side of the Central Mesa to the culde-sacs located at Village Place, Presidents Way, and Federal Way.

Objective:

Conduct a special focus study for Park Boulevard when long range transit plans for the area have been finalized.

- Determine the feasibility of new pedestrian overpasses across Park Boulevard.
- Develop an integrated plan to locate bus stops, intra-park tram stops, off site parking shuttle service stops, and LRT stations along Park Boulevard.
- Assess the visual impact of catenary poles to the Park environment to determine if an alternative technology solution would be more desirable than light rail transit.

·BALBOA PARK · CENTRAL MESA PRECISE PLAN



Precise Plan - Circulation

Objective:

Provide adequate service access to each Park building.

Recommendations:

- Allow full service access during low pedestrian use hours and limit service access during high pedestrian use hours.
- Utilize specific service routes as shown in figure 42.
- Regulate the size, type and location of service vehicles to accommodate pedestrian usage of the Park. The hours and type of service vehicles allowed are as follows:

Night and Early Morning:

- 11:00 p.m. to 9:00 a.m.

All vehicles, including trucks with semi-trailers on paved surfaces except pedestrian overpasses.

Peak & Evening:

- 9:00 a.m. to 11:00 p.m.

Cars, vans, and small pick-up trucks displaying a permit will be allowed on established service routes. Permits will be obtained from the Park management office. No medium size trucks, step-vans, or larger vehicles, will be allowed without authorization from Park management.

- Design all service access routes to accommodate trucks with semitrailers.
- Provide manual or motorized carts to be used for private deliveries to and from automobile drop-off areas by community organizations leasing building space.

Objective:

Increase parking spaces in the Central Mesa.

- Construct a 1,000 1,500 space parking garage on the existing Organ Pavilion parking lot site. (See Architecture recommendations).
- Restripe existing lots to include compact spaces in each lot to maximize total spaces.
- Reconfigure existing lots as shown in the Landscape recommendations.

Objective:

Prohibit large vehicles in the Prado.

Recommendations:

- Limit parking for buses and large recreational vehicles to the Inspiration Point and Federal Building lots.
- Allow buses to drop off passengers at the Presidents Way and Village Place cul-de-sac.

Objective:

Incorporate a prioritized parking system to maximize parking opportunities for Park visitors.

Recommendations

- Designate parking spaces according to length of stay with the exception
 of disabled spaces. Priority of close-in parking should go to short term
 use in time increments ranging from 20 minute loading spaces to 2
 hour, 4 hour, full day, or evening time periods. Parking regulations will
 be enforced by Park Rangers.
- Provide tram service to long-term parking lots during peak hours.
- Encourage Park institutions to provide a joint shuttle service for employees who park in long-term lots and require transportation to their vehicles during non-peak hours.

Objective:

Utilize portions of the Inspiration Point and Federal Building parking lot for specialized uses such as recreational vehicle, bus and employee parking to allow the Central Mesa lots to accommodate the maximum number of visitor autos.

- Designate employee/volunteer parking spaces in the Inspiration Point parking lot after tram service begins as outlined in the Centre City and Balboa Park Parking Management Plan. Employee/volunteer use of these spaces should be encouraged by each institution as a courtesy to the public.
- Assign bus and recreational vehicle parking to a designated area of the Inspiration Point parking lot when Park tram service begins. Provide a school bus drop-off and parking in the Federal building parking lot.

·BALBOA PARK · CENTRAL MESA PRECISE PLAN



Precise Plan - Circulation

Objective:

Provide adequate disabled parking throughout the Central Mesa.

Recommendations:

- Use Alcazar parking lot to accommodate the majority of disabled parking spaces in the Prado area.
- Reserve preferred spaces in all Central Mesa parking lots for disabled parking.

Objective:

Promote evening use of the Zoo parking lot by patrons of the Old Globe and other Prado institutions with evening programs.

Recommendations:

- Provide a wide, well lighted pedestrian walkway from the Zoo parking lot to the Prado to encourage evening use of the Zoo parking lot.
- Install appropriate signage to direct evening visitors from the Zoo parking lot to the Prado.
- Encourage institutions that conduct evening events to inform their patrons that evening parking in the Zoo lot is available.

Objective:

Coordinate parking management with groups located adjacent to the Precise Plan study area whose uses could impact the availability of parking for visitors to the Central Mesa.

Recommendations:

- Work with the Zoo to develop a long term parking plan that will enable their parking needs to be fully accommodated within the area of their current leasehold.
- Encourage Navy Hospital to develop a parking plan that enables Central Mesa parking to be fully utilized by visitors using the Park.

Alternative Modes of Transportation

Objective:

Encourage the use of public transit as a primary means of access to the Central Mesa.

Recommendations:

Improve public transit service to the Park during peak visitor periods.



Precise Plan - Circulation

- · Expand bus service on Park Boulevard.
- Ensure that all means of public transportation will accommodate bicycles, strollers, wheelchairs and walkers.

Objective:

Continue and enhance the free Park tram program.

Recommendations:

- Provide convenient tram stop locations with site amenities as described in the Landscape recommendations. The proposed Park tram route is shown on Figure 43.
- Use Park trams that are compatible in appearance with the Park's historic architecture.
- Employ the most efficient, non polluting and cost effective fuel methodologies possible.
- Accommodate all peak visitor hours with the Park tram schedule.
- Publicize the tram and its operating schedule in all Park information literature and with signage.
- Operate the tram with a headway time of 10 minutes during peak summer hours.
- Expand Park tram hours to evenings when evening use levels increase.
- Ensure that the Park tram system is accessible by the disabled.

Objective:

Develop joint City/Park parking facilities in Centre City East with public shuttle service to and from the Park during peak periods.

- Implement the recommendation of the Centre City and Balboa Park Parking Management Plan to develop shared use parking facilities at the proposed Civic Center and San Diego Community College.
- Provide shuttle connection to the Park when an off site parking facility is utilized.
- Locate shuttle drop off near Park tram stops.
- Provide signage that will direct visitors to the off site parking facility prior to entering the Park, preferably near freeway exits.
- Conduct a public relations campaign to promote and encourage use of off-site parking facilities.
- Provide parking information at all Park Information Centers.

·BALBOA PARK·CENTRAL MESA PRECISE PLAN Precise Plan - Circulation

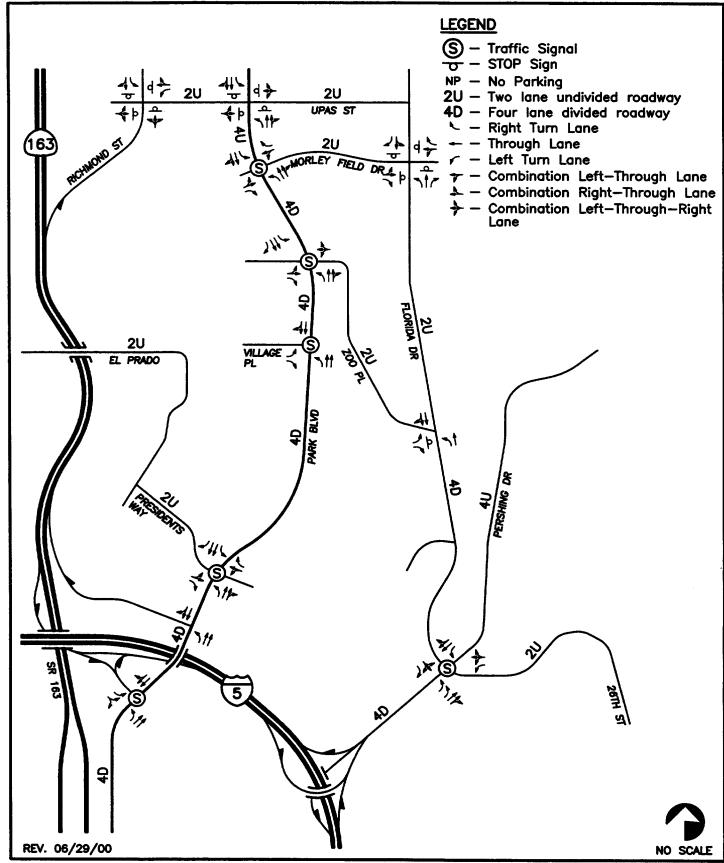


Objective:

Include bicycle facilities within the Central Mesa.

- Refrain from the use of formally designated bicycle paths or lanes in the Central Mesa. This will help to preserve the aesthetics and historic character of the Central Mesa and allow Park security personnel to concentrate their enforcement efforts on high priority public safety
- Encourage bicyclists to use vehicular circulation routes as they travel through the Central Mesa.
- Provide well marked bicycle storage opportunities at or near vehicular cul-de-sacs and pedestrian drop off points throughout the Central
- Include a bicycle storage locker facility as a part of the Organ Pavilion Parking Structure design.

· ·			



LLG729.DWG



Figure

EXISTING CONDITIONS DIAGRAM

PREPARED FOR THE ZOOLOGICAL SOCIETY OF SAN DIEGO

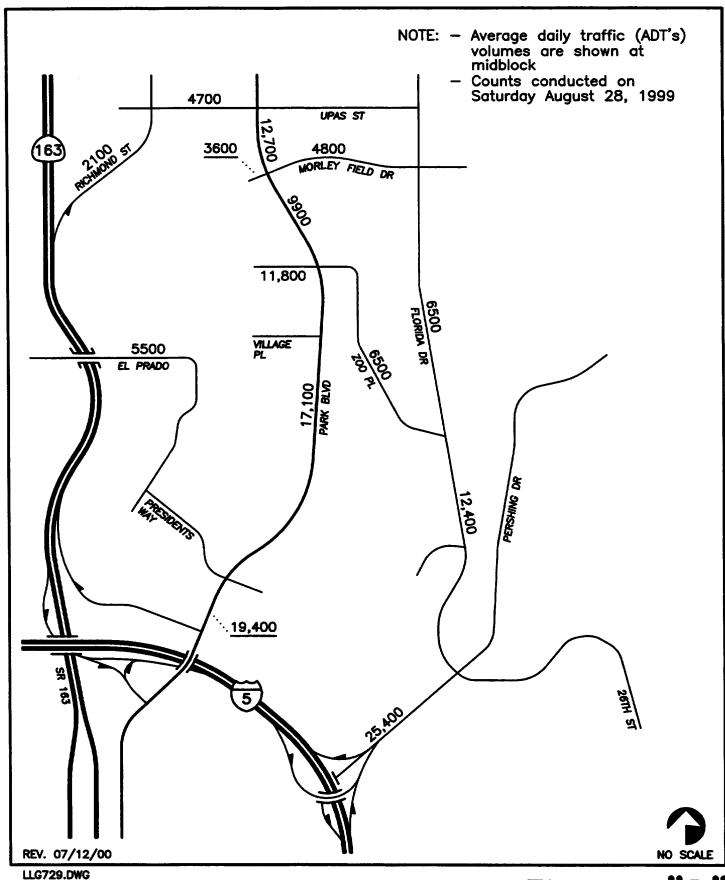
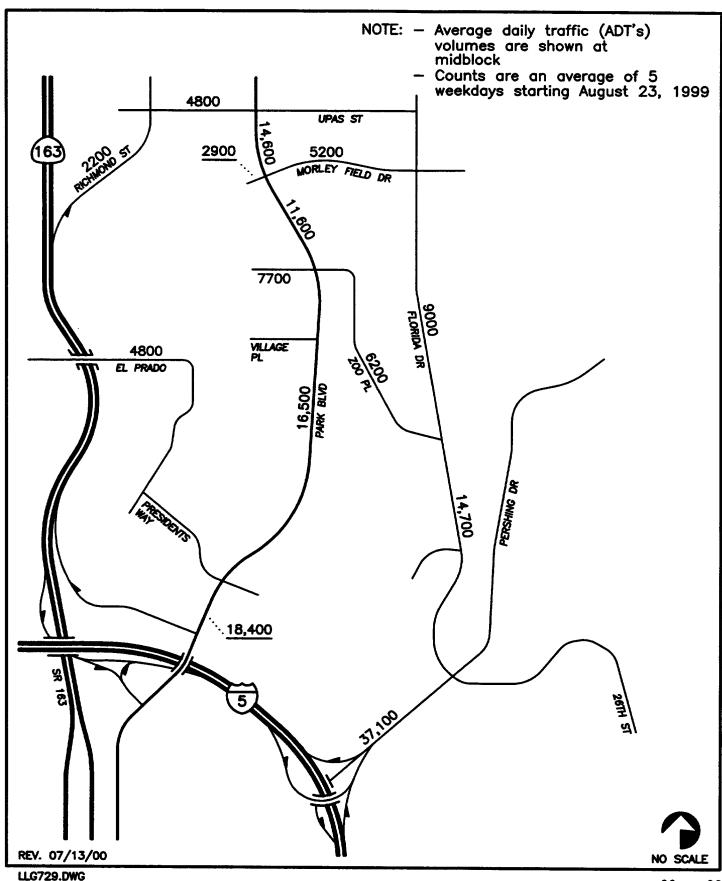




Figure "B"

EXISTING 1999 SATURDAY TRAFFIC VOLUMES ADT's





EXISTING 1999 WEEKDAY TRAFFIC VOLUMES ADT's

PREPARED FOR THE ZOOLOGICAL SOCIETY OF SAN DIEGO





TABLE A
STREET SEGMENT OPERATIONS

SEGMENT	CAPACITY	WEEKDAY	AVERAGE	SATURDAY AVERAGE					
	(LOS E)	VOLUME	LOS	VOLUME	LOS				
Park Boulevard			_		_				
n/o Morley Field Drive	40,000	14,600	Α	12,700	A				
n/o Zoo Place	40,000	11,600	A	9,900	A				
n/o Presidents Way	40,000	16,500	В	17,100	В				
n/o I-5 Overpass	40,000	18,400	В	19,400	В				
Florida Drive									
n/o Zoo Place	10,000	9,000	D	6,500	С				
s/o Zoo Place	30,000	14,700	Ċ	12,400	B				
3,6 230 i idas	30,000	,,		,	J				
Upas Street									
w/o Park Boulevard	8,000	4,800	С	4,700	С				
D									
Richmond Street	40.000	0.000		0.400					
SR 163 NB off-ramp	10,000	2,200	Α	2,100	Α				
Morley Field Drive									
w/o Park Boulevard	10,000	2,900	Α	3,600	A				
e/o Park Boulevard	10,000	5,200	В	4,800	В				
	,		_	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	_				
Zoo Place									
w/o Park Boulevard	15,000	7,700	C	11,800	D				
e/o Park Boulevard	10,000	6,200	С	6,500	С				
El Prado Street	-								
	10,000	4 000	В	F F00	В				
e/o Balboa Drive	10,000	4,800	B	5,500	Ď				
Pershing Drive									
w/o Florida Drive/26 th Street	40,000	37,100	E	25,400	С				

LOS = Level of Service n/o = north of, etc.

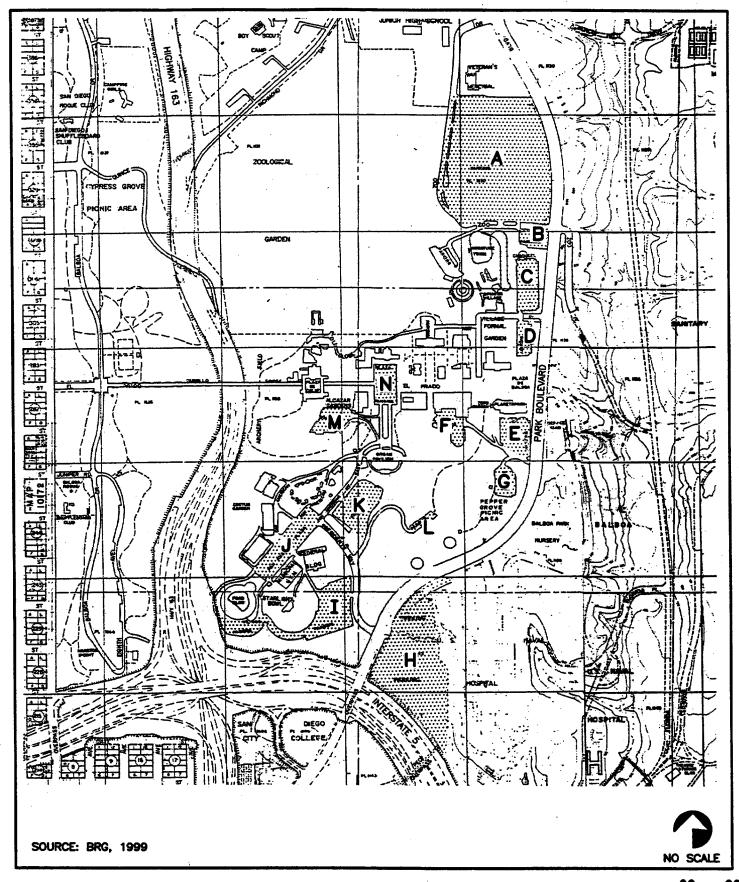




Figure "D"

PARKING LOCATION KEY MAP



TABLE B

SAN DIEGO ZOO/BALBOA PARK PARKING LOT COUNT SUMMARY (with Inspiration Point Lot)

SATURDAY, AUGUST 28, 1999

LOT		١		В		C		D		E		F		Ġ.		Н		t		J	K		L		L M			N				
DESCRIPTION	Zoo Lot		Lot		Zoo Lot Carousel Lot		Cal	outh ousel Lot	н	aturai istory iseum Lot	300000000	Space iter Loi		asa De Iboa Lot	Pé	pper ve Lot		iration It Lots	Aen	deral/ ospace Lot	1	American aza Lot	Oi	rgan ion Lot		d Guich Lot	Gar	cazar den Lot		za De nama	τo	TAL
PARKING SUPPLY (SPACES)	27	80		99		20		101	1	52		92	† .	113	12	232		333		294	3)23		54		141		74	6,2	:08		
# OF PARKING SPACES	Occupied	Percent Occupied	Occupied	Percent Occupied	Occupied	Percent Occupied	Occupied	Percent Occupied	Occupied	Percent Occupied	Occupied	Percent Occupied	Occupied	Percent Occupied	Occupied	Percent Occupied	Occupied	Percent Occupied	Occupied	Percent Occupied	Occupied	Percent, Occupied	Occupied	Percent Occupied	Occupied	Percent Occupied	Occupied	Percent Occupied	Occupied	Percent Occupied		
8:00 AM	16	1%	10	10%	12	5%			0	0%	12	13%	1	1%	0	0%	0	0%	8	3%	21	7%	5	9%	0	0%	3	4%	88	1%		
10:00 AM	950	34%	25	25%	96	44%	ا [LOT	112	74%	33	36%	3	3%	117	9%	3	1%	121	41%	95	29%	5	9%	108	77%	39	53%	1707	28%		
12:00 PM	2234	80%	99	100%	220	100%	CL	OSED	152	100%	87	95%	90	80%	57	5%	22	4%	231	79%	250	77%	5	9%	141	100%	74	100%	3662	60%		
2:00 PM	2643	95%	99	100%	220	100%	DL	JE TO	149	98%	87	95%	110	97%	51	4%	73	14%	276	94%	323	100%	9	17%	140	99%	74	100%	4254	70%		
4:00 PM	2226	80%	83	84%	125	57%	DNST	RUCTIO	140	92%	82	89%	77	68%	35	3%	56	11%	144	49%	189	59%	6	11%	137	97%	69	93%	3369	55%		
6:00 PM	2062	74%	71	72%	49	22%			100	66%	58	63%	25	22%	57	5%	38	7%	81	28%	182	56%	4	7%	140	99%	72	97%	2939	48%		
PEAK OCCUPANCY	95	%	10	00%	10)0%		0%	10	10%		95%	•	7%	9	%	1	4%		94%	10)0%	1	17%	1	00%	10	0%	70	%		
	2643	95%	99	100%	220	100%	0	0%	152	100%	87	95%	110	97%	117	9%	73	14%	276	94%	323	100%	9	17%	141	100%	74	100%	4254	70%		



TABLE B1

SAN DIEGO ZOO/BALBOA PARK PARKING LOT COUNT SUMMARY (without Inspiration Point Lot)

SATURDAY, AUGUST 28, 1999

LOT		A		В		C		D		E		F		G		ı		j.		К		L	М		N			
DESCRIPTION	Zoo Lot		North Carousel Lot		South Carousel Lot		Naturai History Museum Lot		Fleet Space Theater Lot		Casa De Balboa Lot				Federal/ Aerospace Lot		Pan American Plaza Lot		Organ Pavilion Lot		0.0000000000000000000000000000000000000	d Gulch Lot		cazar ien Lot	Plaza De Panama		TO	TAL
PARKING SUPPLY (SPACES)	27	'80		99		220		101	1	52		92	1	13	ļ	533		294	3	123		54		141		74 4,976		76
# OF PARKING SPACES	Occupied	Percent Occupied	0	Percent Occupied	Occupied	Percent Occupied	Occupied	Percent Occupied	Occupied	Percent Occupied	Occupied	Percent Occupied	Occupied	Percent Occupied	Occupied	Percent Occupied	Occupied	Percent Occupied	Occupied	Percent Occupied	Occupied	Percent Occupied	Occupied	Percent Occupied	Occupied	Percent Occupied	Occupied	Percent Occupied
8:00 AM	16	1%	10	10%	12	5%			0	0%	12	13%	1	1%	0	0%	8	3%	21	7%	5	9%	0	0%	3	4%	88	2%
10:00 AM	950	34%	25	25%	96	44%	l	.OT	112	74%	33	36%	3	3%	3	1%	121	41%	95	29%	5	9%	108	77%	39	53%	1590	33%
12:00 PM	2234	80%	99	100%	220	100%	CL	OSED	152	100%	87	95%	90	80%	22	4%	231	79%	250	77%	5	9%	141	100%	74	100%	3605	74%
2:00 PM	2643	95%	99	100%	220	100%	DU	E TO	149	98%	87	95%	110	97%	73	14%	276	94%	323	100%	9	17%	140	99%	74	100%	4203	86%
4:00 PM	2226	80%	83	84%	125	57%	NST	RUCT	140	92%	82	89%	77	68%	56	11%	144	49%	189	59%	6	11%	137	97%	69	93%	3334	68%
6:00 PM	2062	74%	71	72%	49	22%			100	66%	58	63%	25	22%	38	7%	81	28%	182	56%	4	7%	140	99%	72	97%	2882	59%
PEAK OCCUPANCY	95	95%		00%	100%		0%		100%		,	95%		97%		14%		94%		0%	17%		100%		100%		86%	
	2643	95%	99	100%	220	100%	0	0%	152	100%	87	95%	110	97%	73	14%	276	94%	323	100%	9	17%	141	100%	74	100%	4203	86%

Balboa Park Public Transit Access

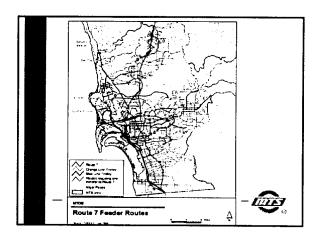
Presented by Metropolitan Transit Development Board (MTDB)



Existing transit services

- Bus Route 7 multiple stops along Park Boulevard
- Blue Line and Orange Line Trolleys transfers at City College Station
- Other bus routes 34 other bus routes connect with Route 7

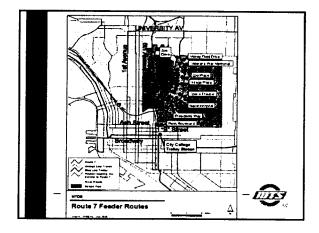




Frequency of service

- Route 7 6 to 12 minute frequencies
- Blue Line 7.5 to 15 minute frequencies
- Orange Line 15 minute frequencies
- Other bus routes 6 to 30 minute frequencies

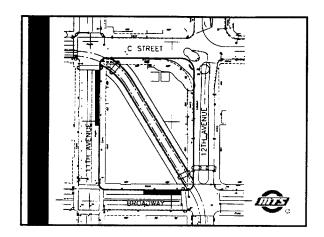




Planned improvements

- Redesigned City College Station
- Extended Trolley Lines: Mission Valley East and Mid-Coast
- Bus service: new routes and improved service frequencies



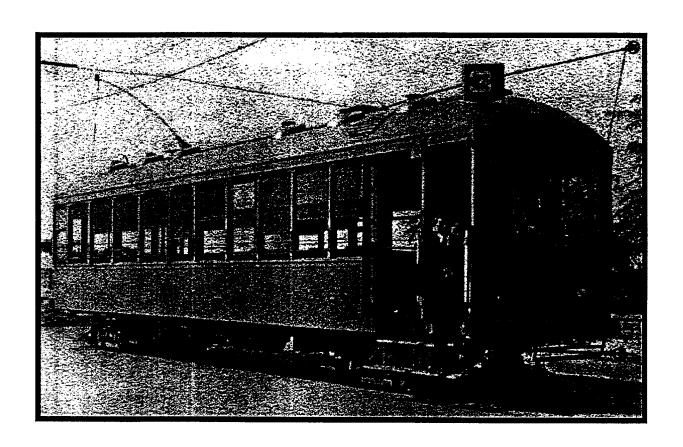


Who benefits from transit services?

- San Diego area residents
- Visitors
- Balboa Park and Zoo employees



HISTORIC STREETCAR TRANSPORTATION LINE PROPOSED FOR SAN DIEGO



North Park Main Street

2828 University Avenue, #106 San Diego CA 92104 Ph: (619) 294-2501

Fax: (619) 294-2502

npbid@northparkmainstreet.com www.northparkmainstreet.com

Historic Streetcars May Return to San Diego

Imagine hopping aboard an historic streetcar from the 1920's, disembarking at a Balboa Park station, and spending the day at the San Diego Zoo and at the Balboa Park attractions. Hop aboard another streetcar – this one from the 1940's – to browse the collection at the new main library or catch a game at the new downtown Ballpark. Visit North Park, University Heights, and Hillcrest . . . all aboard an historic streetcar line.

This historic streetcar transportation line is presently being proposed from downtown San Diego to mid-city along the historic Park Boulevard route. With strategically placed parking garages, this streetcar line offers a transportation and parking solution for the city's downtown, Balboa Park, and mid-city areas. For example, a multi-destination public parking structure located at Inspiration Point in Balboa Park would successfully serve popular destinations such as the proposed downtown Ballpark and the San Diego Zoo, which is proposing an expansion onto their current parking lot.

In addition to serving the San Diego Zoo and downtown Ballpark, the streetcar system would benefit the San Diego in the following ways:

- 1. As a <u>transportation enhancement</u>, the streetcar system will (A) serve downtown San Diego and innercity neighborhoods, consistent with "smart growth" objectives that encourage in-fill development and alternative transportation choices; (B) complement the existing light rail and commuter rail systems; and (C) attract passengers who prefer not to ride buses, thereby lessening dependence upon automobiles.
- As an economic development engine, the streetcar system will (A) contribute significantly to economic revitalization by demonstrating, to investors and developers, long-term public commitment; (B) increase the tax base from increased development; (C) increase property values; and (D) increase the positive image of the City of San Diego.
- As a tourist attraction, the streetcar system will (A) itself attract tourists; (B) provide economic growth to the City's tourist industry; (C) increase tax revenue from TOT, sales tax, airport boarding fees, liquor and cigarette taxes, and gasoline tax; and (D) improve air and water quality.
- 4. As a <u>preservation of heritage</u>, the streetcar system will (A) be historically accurate to San Diego, (B) be eligible for listing on the National Register of Historic Places, and (C) restore San Diego's historic streetcars.

The Park Boulevard route would improve connections between downtown's East Village, uptown, and midcity neighborhoods with the San Diego Zoo, downtown Ballpark, Balboa Park museums, Convention Center, Gaslamp Quarter, Horton Plaza, Main Library, major downtown hotels, San Diego City College, and San Diego Trolley. Amtrak and Coaster riders could easily transfer to the rail line that would take them to these attractions.

Historic San Diego Streetcars Acquired

Three San Diego Class 1 Streetcars have been identified as potential vehicles for use on the proposed route. Originally, there were 24 such streetcars; today, only 3 are known to exist. The San Diego Class 1 Streetcars were constructed by John D. Spreckels for the 1915 Panama-Pacific Exhibition in Balboa Park. The unique streetcar body was designed specifically for the City of San Diego and was the first of its kind in the United States. The cars were built in the Arts and Crafts style featuring solid cherry wood interiors, bronze hardware, embellishments in gold and silver leaf, hand-decorated ceilings and interiors, and push buttons in mother-of-pearl. The streetcars were in service from 1912 to 1939.

In 1999, a Memorandum of Understanding created a formal relationship between North Park Main Street and Christian & Elizabeth Chaffee, the streetcar owners, identifying Park Boulevard as the preferred route for these streetcars. The historic streetcars will be eligible for listing on the National Register of Historic Places if they run on a route that was part of their historic past. This qualifies them for special types of transportation funding. The route along Park Boulevard to mid-city San Diego is such a route. In addition, because the historic streetcars use the same track gauge and power supply as the existing San Diego Trolley, they are fully compatible with the City's present light rail system.

There is also the possibility of acquiring from El Paso, TX several PCC streetcars that operated in San Diego from 1939 to 1949. The design of the streetcars originated from a Presidents' Conference Committee (PCC) that developed a standardized streetcar design in 1934 of improved appearance and performance. San Diego was the first city on the West Coast to order these sleek new PCC cars.

Historic Streetcars Nationally Successful

Many urban planners recognize that the future of a metropolis depends on the vitality of its downtown core and inner city neighborhoods. Let this core – heart and soul of the entire region – deteriorate, and the metropolitan area is sapped of strength and vigor. This realization has resulted in the emerging "Smart Growth" concept. This strategy seeks to limit urban sprawl, reduce traffic bottlenecks, and increase mobility in our growing cities. All across North America, historic streetcars are being reintroduced to city streets and integrated with existing light rail, commuter rail, and wheeled bus systems, offering residents and visitors an additional transportation choice.

Among cities featuring or planning heritage streetcars are Calgary, Charlotte, Cincinnati, Colorado Springs, Denver, Detroit, Ft. Collins (Col.), Ft. Worth, Los Angeles, Lowell (Mass.), Memphis, Pittsburgh, Portland (Or.), Mt. Pleasant (Iowa), New Orleans, Sacramento, San Francisco, San Jose, Seattle, Toronto, Tucson, and Vancouver (B.C.). A survey of these heritage streetcar systems is presently being conducted by North Park Main Street.

Target Opening Date Selected

The opening date for the historic streetcar transportation line along Park Boulevard is being targeted for Saturday, August 16, 2003. This date commemorates the 150th anniversary of the birth of John D. Spreckels, the individual responsible for the development of the local streetcar system, which contributed to the growth of San Diego.

Community Support for San Diego Streetcars Extensive and Growing

The streetcar project has received widespread support from residents, business owners, realtors, business associations, planning committees, environmental organizations, landscape maintenance districts, and historical associations. These individuals and organizations represent thousands of neighborhood businesses and over 275,000 residents. San Diego's on board!

As the historic streetcar transportation project gains momentum, other groups are joining in the support for the streetcar concept. For more information about the restoration of the streetcars or to make a donation, please contact North Park Main Street at (619) 294-2501 or visit our web site at www.northparkmainstreet.com.

Next Step

Funds in the amount of \$200,000 are presently being sought for feasibility study for the historic streetcar transportation line. The study will determine route alternatives, estimated revenue, capital costs, economic benefits, tourism potential, and parking garage locations along the route. A Request for Proposal and Qualifications is presently being written to seek a qualified transportation firm to do the feasibility study.

e, the undersigned organizations, support the concept for the restoration of the three remaining historic San Diego Class 1 Streetcars and their installation and operation on Park Boulevard from downtown San Diego to the San Diego Zoo.

Supporters as of June 8, 2000

Adams Avenue Business Association

Balboa Park Collaborative

California Main Street

City Heights Area Planning Committee (pending further studies)

City Heights Town Council

College Area Business Improvement District

Congress of History of San Diego & Imperial Counties

East Village Association

El Cajon Boulevard Business Improvement Associations

Gaslamp Quarter Association

Greater North Park Community Planning Committee

Hillcrest Association

Little Italy Association

Normal Heights Community Planning Committee

North Park Lighting and Landscape Maintenance District

North Park Main Street

Realtor Brenda Crann, One Source Realty

Realtor Dan Driscoll, Coldwell Banker

Realtor Michelle McMinn, Rattan Realtors

Realtor Teresa Olmos, One Source Realty

San Diego Electric Railway Association

Save Our Heritage Organisation

Sierra Club

University Heights Community Development Corporation

University Heights Community Association

University Heights Historical Society

University Heights Landscape Maintenance District

Uptown Planners

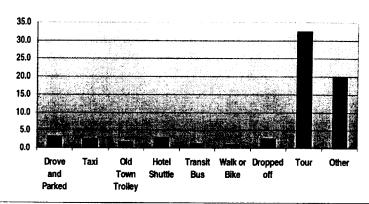
THE MISSION GROUP



San Diego Zoo/Balboa Park Alternatives to the Auto

Alan Hoffman 8 July 2000

Average group size

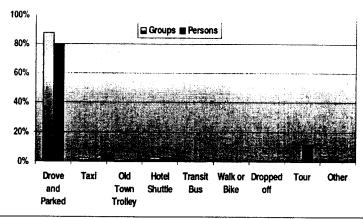


Most of those surveyed (those who drove and parked) arrived in groups averaging 3.3 persons. Most other modes delive red fewer people per group. Tours were generally large.

San Diego Zoo/Balboa Park

d. 2000 by the Misson Group,

How did people get to the Zoo?



The overwhelming number of visitors to the zoo drives there.

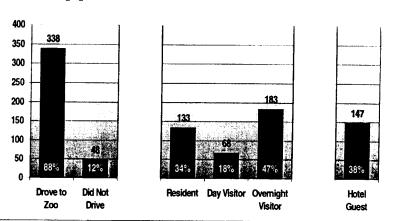
The only other significant source of visitors is tour buses.

Private autos tend to bring larger groups than most alternate mo des.

27700 by The Hissian Graup

San Diego Zoo/Balboa Pi

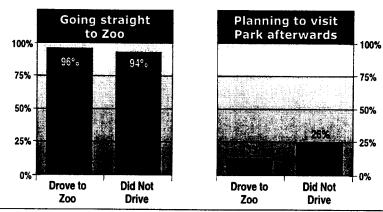
Types of visitors to Zoo



About half of those surveyed were overnight visitors to San Diego. A surprising number (18%) were day visitors. 38% of groups surveyed were staying in a hotel.

2 20'rd by The Mission Group

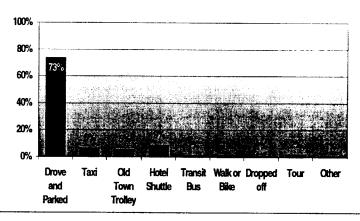
Beyond the Zoo



Most Zoo visitors go first to the Zoo. Nearly a quarter of overnight visitors plan to visit other park attractions as well. Those who drove, though, are far less likely to visit other park attractions.

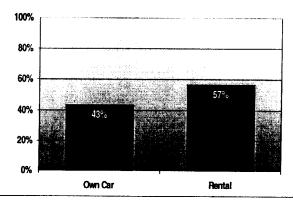
Silver by The Musica Gallip

How do hotel guests arrive?



Groups staying in hotels overnight are more likely to take alternative modes to the Zoo than are day visitors or residents.

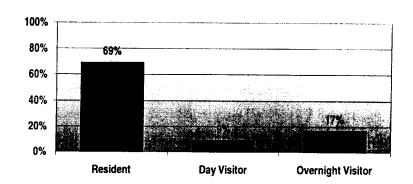
Hotel guests who park at Zoo



A little over half of hotel guests who drive to the Zoo do so in a rental or loaner vehicle.

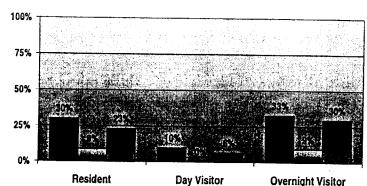
Attitudes toward alternative modes:

Have you ever used the Trolley?



Most San Diegans have at least tried the Trolley. Most visitors to the region are unfamiliar with it, though. Attitudes toward alternative modes:

Would you use transit?



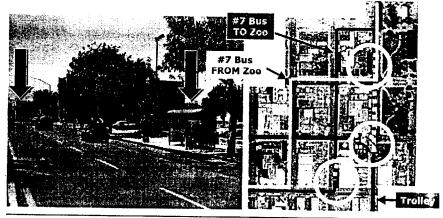
■ Trolley ■ Transit Bus ■ Zoo Shuttle

About 20% of those who drive would be "very likely" to use some form of transit to the Zoo. While people rated a shuttle bus almost a s highly as the Trolley, far fewer guests would be willing to ride a tran sit bus.

6) 2000 by The Mission Group

n Diago Zoo Balboe Park
Alternatives to the Auto

Bus connection to Trolley

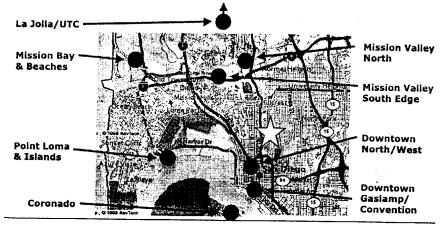


The closest bus stops to the 12th & C Trolley Station are unfriendly to families and confusing as to location. The most promising con nection is at America Plaza, though the trip down Broadway is long.

© 2000 by The Mission Group

San Diego Zoo/Balboa Perk

Principal hotel markets



Each hotel market caters to a different mix of customers. Some a re more disposed to alternate modes than others. The key is information.

2000 by The Mission Group

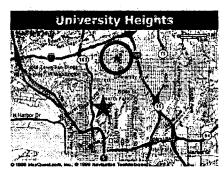
an Diego Zoo/Balbon Park 1

Current transit trip

Hotel Market	Sample Hotel	Transfers	Walk Time	Total Trip Time (Minutes)
Downtown North	Radisson	1	8	31 🚷
Gaslamp/Convention	Marriott Marina	1	10	36
Mission Valley North	Marriott Mission Valle	y 2	8	46
Harbor Island	Sheraton Harbor Islan	nd 1	20	58
Hotel Circle	Hotel Circle Plaza	2	6	59
Mission Bay	Hyatt Islandia	1	10	64
Coronado	Hotel del Coronado	1	· 6	68
La Jolia/UTC	Embassy Suites	1	12	101

Transit to Balboa Park involves lots of time, transfers, and lon g walks for many markets. Families with small children try to avoid such wal ks.

Sample resident trips





Two representative local trips were selected to illustrate the problem of getting to Balboa Park/the Zoo by means other than an automobile.

2000 by The Mission Group

Sample resident trip: **University Heights**

FROM 45XX SHIRLEY ANN PL TO ZOO (To arrive by 9:30 am Saturday)

- Walk 0.1 mile SE from 45XX SHIRLEY ANN PL to TEXAS at MONROE
- At 08:52 AM take the San Diego Transit bus number 6A signed NORTH PARK-30TH & REDWOOD
- Get off the stop on 30TH at EL CAJON at approximately 08:55 AM.
- At 09:04 AM take the San Diego Transit bus number 2 signed DOWNTOWN
- Get off the stop on 30TH at UNIVERSITY at approximately 09:07 AM.
- At 09:10 AM take the San Diego Transit bus number 7 signed DOWNTOWN
- Get off the stop on PARK at ZOO PLACE at approximately 09:21 AM.
- Walk 0.2 mile W to ZOO

Recommended Itinerary from sdcommute.com

A trip from University Heights involves 2 transfers, 6 minutes of walking, 17 minutes riding a bus, and 17 minutes of waiting -40 minutes total.

2000 by The Hissian Group.

Sample resident trip: **Golden Triangle**

FROM NOBEL DR & REGENTS RD TO ZOO (To arrive by 9:30 am Saturday)

Regular Fare: \$ 1.75 Senior & Disabled Fare: \$ 0.75

- 1. At 07:29 AM take the San Diego Transit bus number 34 signed DOWNTOWN
- 2. Get off the stop on 10TH at BROADWAY at approximately 08:58 AM.
- 3. At 09:07 AM take the San Diego Transit bus number 7 signed LA MESA
- 4. Get off the stop on PARK at ZOO PLACE at approximately 09:15 AM.
- 5. Walk 0.2 mile W to ZOO

Recommended itinerary from sdcommute.com

A trip from the UTC area involves 1 transfer, 4 minutes of walking, 97 minutes riding a bus, and 14 minutes of waiting -1 hour 55 minutes total.

Conclusion

- 1. A significant percentage of Zoo/Park visitors would use alternative modes if they were convenient.
- 2. Current transit services are not especially convenient for tourists coming from the the principal hotel markets.
- 3. Bus services would need to "stand out" from "typical" buses if they are to attract the attention of tourists and locals.
- 4. Transit can play a larger role in serving Balboa Park, but not as presently configured. This regional issue requires regional commitment.

Alternative Transportation at the San Diego Zoo

As a conservation organization, the Zoological Society of San Diego is interested in promoting ecological alternatives, including alternative transportation for zoo guests. To this end, the Zoological Society makes available, to guests and prospective guests to the San Diego Zoo and the San Diego Wild Animal Park, the following information:

- ♦ Brochures refer guests to www.sdcommute.com (an information site promoting alternative transportation around San Diego).
- The Zoological Society web-site provides a direct link to www.sdcommute.com.
- ♦ The Zoological Society sales department hands out information to conventions and other groups regarding alternative transportation.
- The information booth at the San Diego Zoo's exit has bus and trolley schedules available for guests.

In concert with the Zoological Society of San Diego's conservation mission and in order to reduce the impact of employees on parking availability at the San Diego Zoo, the Zoological Society of San Diego has taken the following steps to encourage the use of alternative transportation by employees:

- ♦ The Zoological Society maintained an employee carpool program called "Otterbahn" for about 5 years in the early 90's until it was discontinued due to lack of participation.
- ♦ Working with SANDAG, the Zoological Society began an employee vanpool program for the San Diego Zoo in October 1999. Information about the program is available through a variety of employee communications. By February 2000 the program had four vans serving employees commuting from east and north San Diego counties. Currently, due to seasonal staffing changes, the program has 2 vans serving commuters from east San Diego county.
- The Zoological Society recently expanded its employee vanpool program to include the Wild Animal Park. Information about the program is available through a variety of employee communications. Currently the program has two vans serving commuters from the north and east San Diego counties. The program expects to add two more vans serving north San Diego county and the City of San Diego.
- ♦ The Zoological Society is an official sponsor of "Bike to Work Day" and society employees have staffed a pit stop for the event for the last 3 years.

Naval Medical Center

LOCATION

Naval Medical Center, 34800 Bob Wilson Drive

USERS

Beneficiary population of 256,000 3400 military and 2100 civilian staff

TRAFFIC

11,000 vehicles enter the site daily (Monday-Friday)

PARKING

3143 spaces available for all users
700 spaces reserved for staff
Current deficit of 1800 parking spaces
Parking lots are used at night
Parking lots are not shared with other organizations
Overflow parking in City owned lots and on street

TRANSPORTATION

Most users arrive in automobiles Public transportation (bus) is located near the site Medical Center operates a tram from City lots to the site

PEDESTRIANS

Pedestrian path is provided from the public right of way onto the site

BICYCLES

Bicycle paths are provided to the site Bicycle lockers are provided on site

DISABLED ACCESS

Disabled access is provided to the site from the public right of way

FUTURE PARKING NEEDS

Beneficiary population is projected to grow by 1.1% through 2003 Traffic is projected to increase to 12,000 vehicles daily by 2020 5150 total parking spaces are needed for the year 2020 which is a deficit of 2000 spaces

CRITICAL PARKING AND CIRCULATION ISSUES FOR THE NAVAL MEDICAL CENTER

Secondary access to site Shared use of City parking lot

City College

LOCATION

San Diego City College, 1313 Twelfth Avenue

USERS

1800-2000 students during peak hour on a typical day 476 staff during peak hour on a typical day

PARKING

857 spaces available for all users333 spaces reserved for staffParking lots are used at nightParking is not shared with other organizations

TRANSPORTATION

Most users arrive in single occupancy vehicles Public transportation is provided to the site in the forms of bus, trolley, and shuttle

PEDESTRIANS

Pedestrian path is provided from the public right of way onto the site

BICYCLES

Bicycle lockers are provided on site but bicycle paths are not provided to the site

DISABLED ACCESS

Disabled access is provided to the site from the public right of way

FUTURE PARKING NEEDS

Users are projected to grow to 2800 by 2020 4000 parking spaces are needed for the year 2020

CRITICAL PARKING AND CIRCULATION ISSUES FOR CITY COLLEGE

SDCCD is a commuter institution with a, largely, low income population. In addition to traditional course offerings many technology training classes, new career training, and a multitude of special events are held on this campus. The availability os low cost public transportation is critical to retaining our student population. The availability of convenient parking is critical to our ability to attract students, staff, and visitors.

Balboa Park Master Plan Working Group

Saturday, July 15, 2000

Centre City Development Corporation

Bay to Park Link Components

- Hi-tech commercial development (12th & C)
- Mixed-use residential (12th & Market)
- Library Circle
- · Ballpark and Ancillary Development
- Connection to the Bay

Downtown San Diego Neighborhood and Neighbor

- Uses downtown
 - mixed, including parks
- · Connectivity to other neighborhoods
 - links & mode choices
- Activity + Connection = Success

Downtown Parks Urban Oases

- Walking
- Visual/aesthetic
- Public gathering place
- Recreational/sports
- Other (travel links; multi-use)
- Function is key

Bay to Park Link

- Functional and symbolic connection
- Adapted from a community design
- Design elements
- Collaborative effort among agencies

Existing Parks Downtown

- Pantoja Park
- Amici Park at Washington Elementary
- Linear Park MLK Promenade and Children's Park
- Other (G Street Mole, Santa Fe Depot)

Centre City Development Corporation - www.ccdc.com

"Upcoming" Parks Downtown

- North Embarcadero
 - Esplanade
 - Broadway Landing
 - County Administration Center
- Park at the Park (Ballpark)

Other Parking-Related Activities

- Regulatory changes
- Demand-reducing efforts
- Re-striping on street parking
- Other

Parking Downtown

- 1997 Comprehensive Parking Mgmt Plan
- 55,000 spaces, 75% are open to public
- Event Transportation Management Plan
 - Downtown Parking Management Plan
 - Neighborhood Parking Management Plan
- Shared parking opportunities

"Who and Where?"

- Local residents
- Ballpark/amenities
- City College students/faculty
- Employees
- Visitors
- 7 2.00
- MuseumsBallpark
- Gaslamp Quarter
- East Village
- Ballpark
- Activity Centers
- Employment Centers

Future Parking Plans

- 5,000 new spaces
 - Ballpark
 - Ancillary development
- North Embarcadero
- Other new development downtown

Balboa Park Master Plan Working Group

Saturday, July 15, 2000 Centre City Development

Corporation
Alexandra Elias - 533.7117

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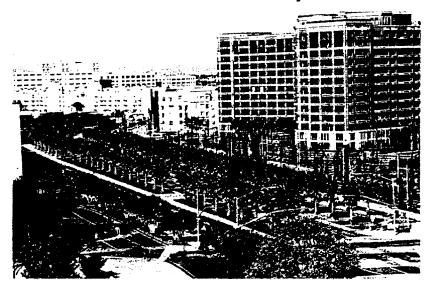
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Centre City Development Corporation - www.ccdc.com

Urban Land Institute *Urban Land* magazine April 1994 – Volume 53, No. 4

The Incremental Development of a Downtown Park



King Promenade is an unusual park. It includes an operational railroad, a light-rail system, and a major street. Part of the 1976 Centre City Community Plan, this half-mile debris-ridden strip of Harbor Drive along the Santa Fe Railroad tracks was planned as a park to support urban development efforts in downtown's Marina district.

Landscape architects Pèter Walker and Martha Schwartz of San Francisco, in association with the San Diego—based Austin Hansen Group, designed the park. Its design emphasizes the linearity of rails, a theme that is repeated in the planting beds, hedges, pathways, and rows of trees that parallel the rails. (See Janice Fillip, "San Diego's Marina Linear Park," Urban Land, November 1989.)

In 1991, the park was renamed in honor of Martin Luther King, Jr. With the renaming came some new design elements to give expression to King's work and visions. Asphalt pavers for the 12-foot-wide continuous pedestrian pathway throughout the park symbolize the many miles King marched over the streets of the nation. Along the pathway, granite monuments inscribed with King's words are reminders of his historic journey toward racial equality. A sculpture by Melvin Edwards, winner of a nationwide art competition, entitled *Breaking the Chains*, will be installed near the convention center trolley station.

The \$25 million park is being developed incrementally with the development of adjacent housing and retail uses. Each joint venture for park-related development that Centre City Development Corporation (CCDC) negotiates has the same objectives: to integrate the landscaping and design, to share the cost of park improvements, and to minimize the city's park maintenance costs.

CCDC's approval of plans for adjacent residential development aims at blending park and private development in the context of the park's master plan. Approximately one-half of the park's private frontage has been land-scaped so far. Casual viewers often find it difficult to tell where the park ends and private property begins; what appears to be park may, in fact, be private property with an easement for park purposes.

Two residential developments along the park—One Harbor Drive and CityFront Terrace—have been completed. Together, they contain 523 dwelling units; each project has approximately 700 feet of direct park frontage. The developers of both projects contributed to park improvements and have assumed maintenance responsibilities for parts of the park adjoining their property.

Construction of Gaslamp Park, a southeasterty extension of King Promenade, will begin this spring. It will help introduce the city's nearly 1 million annual conventioneers to the 16-block Gaslamp District. Developers of an adjacent residential parcel, not originally included as part of the park concept, plan to use the design concepts of Gaslamp Park on the parcel's 600-foot frontage.

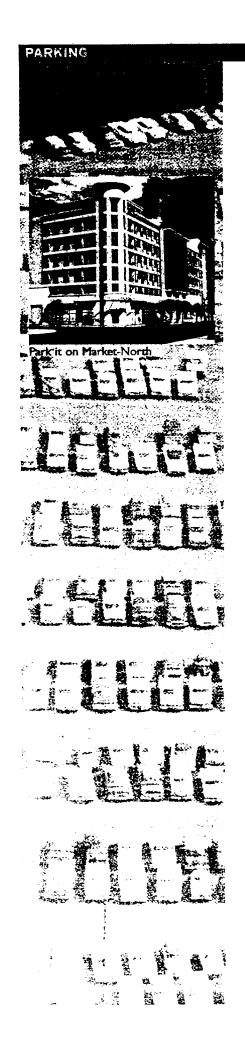
Development of King Promenade has lagged behind the original fiveyear construction schedule. But the concept has caught on, and the park seems destined to continue to grow.

Much progress already has been made. Three new trolley stations serve the Gaslamp Quarter, the hotel/convention center complex, and the Seaport Village shopping and restaurant complex. Each station is designed to relate to both the park and the area it serves—the Gaslamp Quarter station is Victorian, the convention center station is geometric (like Arthur Erickson's convention center design), and the Seaport Village station is whimsical in design.

Harber Drive and the trolley right-of-way have been landscaped. CCDC has reached an agreement with the Santa Fe railroad under which the redevelopment agency will improve the railroad's right-of-way as a recreational path for cyclers and joggers. Plans are being drawn up to extend the park concept and recreational pathways along the entire two-mile edge of downtown, with construction money being provided through the intermodal Surface Transportation Efficiency Act OSTEA).

The key feature of King Promenade will be a large circular pond, 200 feet in diameter, over which the trolley and Santa Fe rails will float. CCDC plans to develop this feature through a joint venture with future private development and perhaps a hotel. Development of the remaining 1,200 feet of private frontage along the park will proceed as the market improves.

What began as a one-half-mile enhancement of marginal land adjoining a proposed residential area has stretched two miles along the edge of downtown. With luck and determination, the park will become part of a downtown open-space system and a unifying element for downtown developments.—Max Schmidt, assistant vice president of planning and engineering for Centre City Development Corporation



DOWNTOWN IS GETTING MORE PARKING!

5,000 parking spaces are expected to be added to downtown's existing supply of 50,000 spaces as Downtown's Comprehensive Parking Plan (approved in 1997) is implemented.

Park It On Market—North

The first structure, containing 500 spaces, is under construction on the north side of Market Street between Sixth and Seventh avenues. The structure is designed to serve Gaslamp Quarter and East Village needs. Construction commenced in January 2000, and completion is expected in November 2000. CCDC, developer; Benson and Bohl, architects.

Contact:
Joel Hyatt
Centre City Bevelopment
Corporation
225 Broadway, Suite 1100
San Diego, CA 92101
(619) 533-7124

Park it On Market-South

Schematic design is underway on the second public garage, located at the southeast corner of Seventh Avenue and Market Street. This garage will feature 950 parking spaces and 6,000 square feet of retail space in a 7-story structure. Surface lot improvements are currently underway on the site, allowing for interim parking prior to garage construction. CCDC, developer; Salerno-Livingston, architects.

Contact: Jeel Hyatt Centre City Development Corporation 225 Broadway, Suite 1100 San Diego, CA 92101 (619) 533-7124

R7 Parcel

A 1,240-space garage is planned for the full block bounded by Sixth and Seventh avenues and K and L streets. 240 spaces would be dedicated to the Westin Hotel located directly to the south. This project is expected to break ground in late 2000. San Diego Padres, Sedona Pacific, developers; Roesling Nakamura and Studio E, architects

Contact: Greg Shannon Sedona Pacific 12702 Via Cortini, Suite 100 Del Mar, CA 92014 (858) 720-9988

P1 Parcel

A 1,000-space garage is planned for the full block bounded by 10th, 11th, and Island avenues, and J Street. This project is expected to break ground in 2001. San Diego Padres, Sedona Pacific, developers; Roesling Nakamura and Studio E, architects.

Contact: Greg Shannon Sedona Pacific 12702 Via Cortini, Suite 100 Del Mar, CA 92014 (858) 720-9988

Tailgate Park

The City of San Diego will build a surface parking lot on the 232,520sf, 4-block area from 12th-14th avenues, between K Street and Imperial Avenue. 840 spaces are planned. This site will be completed in conjunction will the Ballpark. Construction is expected to begin in summer 2001.

Contact:
Derrick Anderson
City of San Diego
1010 Second Avenue
Suite 611
San Diego, CA 92101
(619) 533-3147

D1, D2 Sites

Two additional temporary surface parking lots will be created in conjunction with the Ballpark project. The 162,200sf site from Park Boulevard to 11th Avenue on the south side of Imperial Avenue will contain approximately 600 spaces. One Park Boulevard (see page 2) will eventually be constructed on this site.

Contact:
G. Joseph La Breche
Burnham Development &
Construction Group
610 West Ash Street,
Suite 1900
San Diego, CA 92101
(619) 525-2633

On Broadway

270 parking spaces are planned in the On Broadway development on Broadway between Fourth and Fifth Avenues (see pg. 4).

Contact:
Jeff Zinner
Centre City Development Corp.
225 Broadway, Suite 1100
San Diego, CA 92101
(619) 533-7122

Zoological Society of San Diego Information Packet

(Parking)



San Diego Zoo Projected Visitor Demand and Parking Space Needs

Overview

On July 15, the Working Group will examine parking needs throughout Balboa Park. This handout presents information on the parking needs of the San Diego Zoo.

Table 1 presents visitor attendance projections and the associated parking demand for both visitors and employees for 1999, 2010 and 2020. This information is only for the San Diego Zoo. The parking needs of other Balboa Park visitors must also be identified and included in the analysis of Balboa Park parking needs and solutions.

As described in the methodology section, these projections for the San Diego Zoo assume a conservatively low estimate of the visitor market penetration rate, achieving the greater market penetration requires significantly improved access to the Zoo.

Table 1 San Diego Zoo Visitor Attendance and Parking Needs Projections						
San Diego Zoo	1999	2010	2020			
Visitor Attendance	3,330,000	4,290,000	4,830,000			
Zoo Parking Needs for "Design" Da (Meets parking need 85% of the year)	ıy.					
Visitor Parking Needs	2,200	2,894	3,216			
Employee Parking Needs	800	850	1000			
Total Parking Need	3,000	3,744	4,216			

Within the Zoo's leasehold is a 2780 space parking lot, commonly referred to as the "Zoo lot". When considering the parking needs, remember that the Zoo does not have exclusive use of this "Zoo lot". It is used by, and available to, all Balboa Park visitors and employees.

Methodology: Visitor Attendance Projections

Visitor attendance projections are fundamental to projecting parking and access needs. Visitor demand is based on estimated market penetration rates and the population growth in those markets in future years. These rates and the growth are shown on Table 2.

For parking demand purposes, the methodology must also account for how visitors will arrive at the Zoo, distinguishing those visitors who will be driving their private auto to the Zoo (requiring parking)

Table 2
San Diego Zoo
Visitor Attendance Projections for Different Market Segments

Markets Penetra-		1999	2000		2010			2020			
tion Rate Range ¹		Actual Attend- ance	Population ²	Annual Atte	endance	Population ²	Annual Atte	endance	Population ²	Annual Atte	ndance
				low	high		low	high		low	high
Primary	38% to 42%		2,943,000	1,118,34 0	1,236,06 0	3,441,400	1,307,73	1,445,38 8	3,917,001	1,488,460	1,645,14 0
Secondary	4.2% to 7.5%		7,777,000	326,634	583,275	9,201,000	386,440	690,075	8,348,000	350,616	626,100
Tertiary	2.0% to 3.5%		8,348,000	167,000	292,180	9,102,200	182,000	318,577	10,057,500	201,150	352,012
Overnight tourists	15% to 18%		12,508,440	1,876,26	2,251,51 9	14,516,550	2,177,48 2	2,612,97 9	16,847,040	2,527,056	3,032,46 7
Tijuana		1.1		200,000	200,000		234,000	234,000		266,760	266,760
Total Visitors		3,330,00 0		3,688,24 0	4,563,03 4		4,287,65 4	5,301,01		4,834,042	5,922,47 9

^{1.} Economic Research Associates, June 1, 1998

^{2.} Population projections for the primary market were acquired from SANDAG and from the relevant association of governments or the state Department of Finance for the secondary and tertiary markets. Tourist overnight visitors calculated at .84 of total overnight visitors at direction of ConVis. The assumption for Tijuana visitors was taken from the 1998 Economics Research Report.

as compared to those who use alternative access. In 1999, the modal split was approximately 90% arriving by private auto, and 10% by other means.

To account for this modal split issue in the calculation of future parking needs for 2010 and 2020, the Zoological Society chose to apply the <u>lowest</u> of the estimated market penetration rates in projecting future attendance. This choice was made for two reasons:

- a) It's unrealistic to expect or plan for sufficient parking spaces to accommodate the maximum market penetration given the constraints in and around Balboa Park
- b) It incorporates early on in the forecasting process the expectation that transit, hotel shuttles, school/charter buses and other non-personal auto options will meet an increasing share of the visitor access demands, if significant increases in visitor attendance are to be achieved.

The Zoological Society desires to achieve visitor attendance beyond the lowest market penetration rate and realizes such increases will be aided significantly by improved alternative modes of access such as transit. If the maximum market penetration rates were achieved, the Zoo could experience a 24% increase in visitor attendance in 2010 and a 23% increase in 2020 as compared to that achieved by using the lower market penetration rates. This constitutes about an additional 1,000,000 visitors per year, assuming that alternatives to the car can be successfully implemented.

The Zoological Society looks to the Working Group for ideas on viable alternatives so that market penetration beyond the lowest in the range (as embodied in the parking demand methodology) can be achieved.

What are the Visitor Market Penetration Rates?

In 1997 Economics Research Associates evaluated the visitor market and Zoo attendance information to estimate the market segment penetration rates shown on Table 2. Table 3 shows base data used in deriving the penetration rates and Exhibit 1 shows the geographic areas included in the primary, secondary and tertiary market segments.

Note that a range of market penetration rates is shown. The lower end of the range assumes that visitor access does not improve greatly, while the upper end of market penetration (with commensurate more significant increase in visitor attendance) assumes access improvements.

Methodology: Parking Needs Projections

Projecting parking needs relies on several pieces of data: visitor attendance, car occupancy, rate of those not driving their personal cars, the definition of design day, the number of employees, and the growth rate. These are discussed below.

Table 3

DERIVATION OF SAN DIEGO ZOO PENETRATION RATES FOR VISITORS TO THE SAN DIEGO ZOO

(San Diego, CA) 1997

(Based on Total Attendance)

•	Number	Percent	Population	Penetration Rate
Primary Market				
0-50 Mile Radius	1,052,694	30.6%	2,670,467	39.42%
Secondary Market ¹				
50-100 Mile Radius	347,458	10.1%	7,388,382	4.70%
Tertiary Market	•			
100-150 Mile Radius	172,009	5.0%	8,050,556	2.14%
Visitor Market	1,868,016	54.3%	11,927,000 ²	15.66%

Source: New Venture Research Inc.; San Diego Zoo; and Economics Research Associates.

¹ Secondary market includes 200,000 estimated income qualified visitors from Mexico.

² Visitor market includes overnight, recreation-oriented visitors to San Diego.

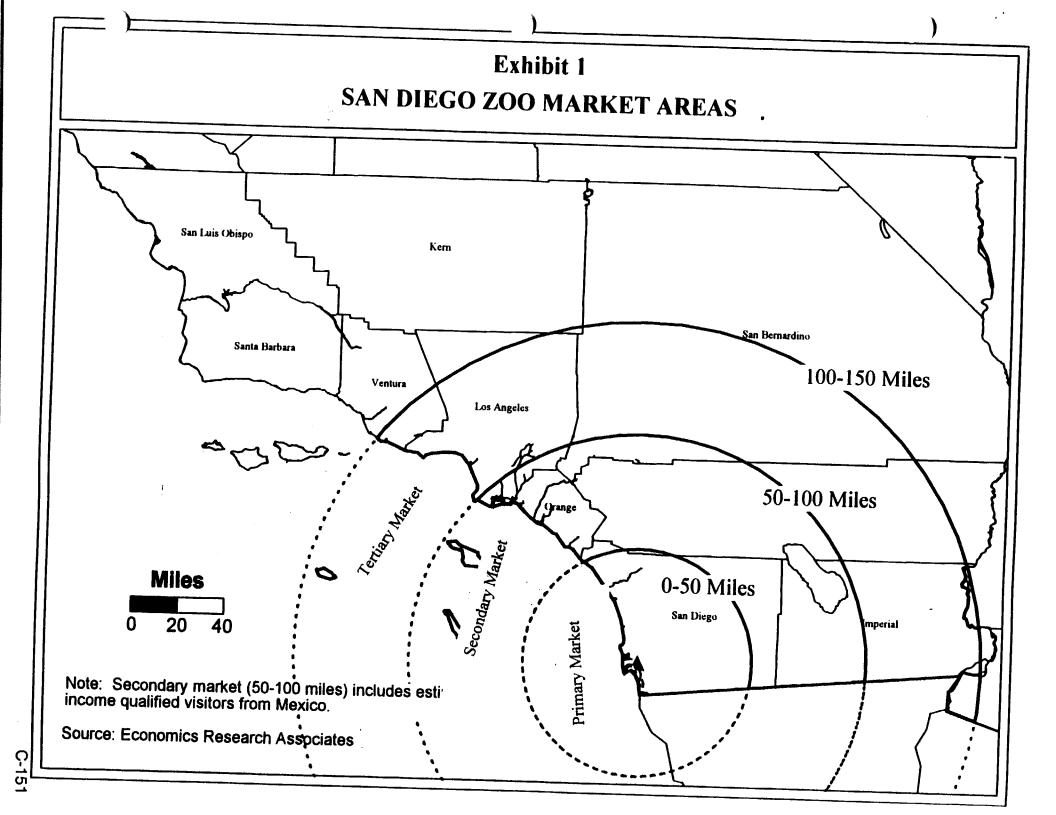


Table 4 below provides a sense of how the number of visitors "peak in park" varies in relationship to daily attendance, peak admit and peak exit. These dates are arranged in the order of highest to lowest for "peak in park". Note that the peak in park can be higher for a day of 13,800 visitors than for a day of 14,200 visitors. This is because of different hours of operation. The 13,800 visitor day is in February, while the 14,200 visitor day is in July when the longer hours help spread the peak out, thereby resulting in a lower peak in park.

	Table 4 Peak Daily Visitor Attendance Examples							
Date	Daily Attend- ance	Day	Peak Admit Hourly	Peak Admit Time	Peak Exit Hourly	Peak Exit Time	Visitor Peak in Park	Ranking in order of employee and visitor parking demand peak
10-4- 99	25,534	Founders Day	5352	10:00	4626	19:00	14,621	Day with highest peak parking demand
2-15- 99	13,855	Presidents Day	3476	12:00	4043	17:00	9068	25 th highest peak parking demand
7-27- 00	14,199	Tuesday	2439	12:00	1913	18:00	7730	55th highest peak parking demand; "Design Day"
7/4/99	13,657	Sunday	2427	12:00	2103	17:00	8052	85 th highest peak parking demand
11-6- 99	10,508	Saturday	2306	12:00	2795	17:00	6681	140 th highest peak parking demand
5-25-9	6,940	Tuesday	1778	11:00	1393	17:00	4612	210 th highest peak parking demand

Car Occupancy:

Exit surveys were conducted over 5 days in 1999 that revealed a car

occupancy rate of 3.3 persons per auto (based on those who drove an auto to

the Zoo).

Means other than personal car:

Exit surveys revealed that 10% arrive at the Zoo by means other than personal car on a typical busy day. There are times when a greater percentage arrive by alternative means, such as most of October when kids pay no admission and large

numbers of kids arrive on school buses.

Design Day:

Design Day is the level of daily attendance for which most visitor attraction

services should be planned. This represents an "average high day" at the Zoo, which the Zoological Society's engineering consultant has identified as 85% of the days there is adequate parking. This correlates to having 55 days during which parking will, by design, be inadequate.

Employees:

The number of employees on grounds during the peak visitor hour was found to typically be 13% of the visitors in-grounds. Of the employees in grounds during the peak time, 88.6% park in the Zoo lot, other Balboa Park lots, or the public street (based on an employee survey).

Growth Rate: The visitor projections shown on Table 2 reveal that total attendance (based on the lowest market penetration rate) grows 28.8% from 1999 to 2010 and 45.2% from 1999 to 2020.

The parking needs projections were done as follows:

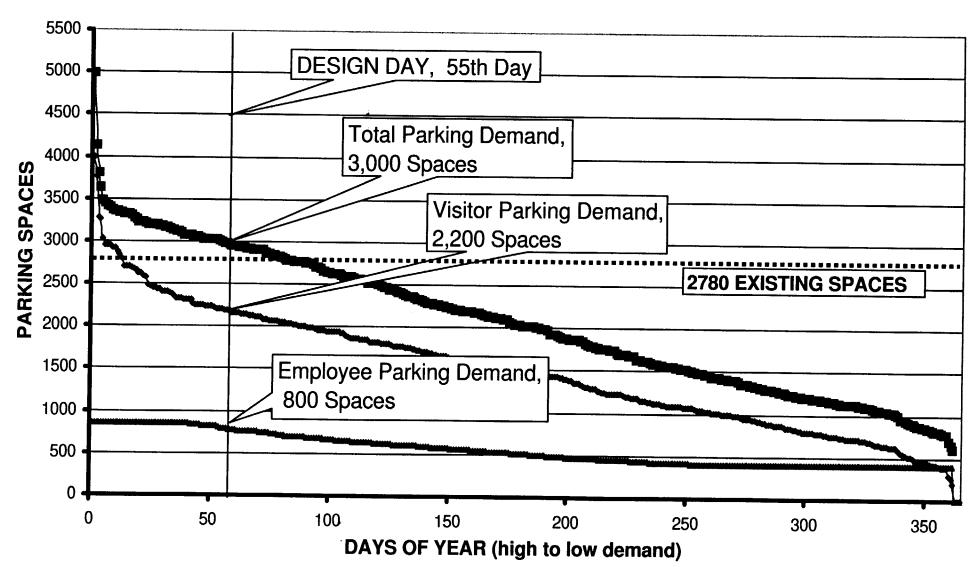
The demand for parking for every day in 1999 was plotted on a graph (figure 2) using the 1. peak in-park visitor attendance and assuming 90% arrived in their private auto and there were 3.3 persons per car.

Employees for that same peak hour were calculated at 13% of the peak in park visitor 2. attendance on weekdays and about 8% for the weekend and plotted on the graph (Figure 2), up to a maximum of 1000 employees.

The parking demand for 2010 and 2020 were derived from the 1999 data by increasing the 3. 1999 parking demand by 28.8% and 45.2% respectively, that is the same rate as total visitor growth for these two periods. Figures 3 and 4 chart this information for 2010 and 2020 respectively.

Exhibit 2: Actual Zoo Parking Demand - 1999

(3,330,000 Annual Visitors, based on the peak hour of on-site visitors and employees)



Source: LLG, July 11, 2000

Exhibit 3: Forecasted Zoo Parking Demand - 2010

(4,290,000 Annual Visitors, based on the peak hour of on-site visitors and employees)

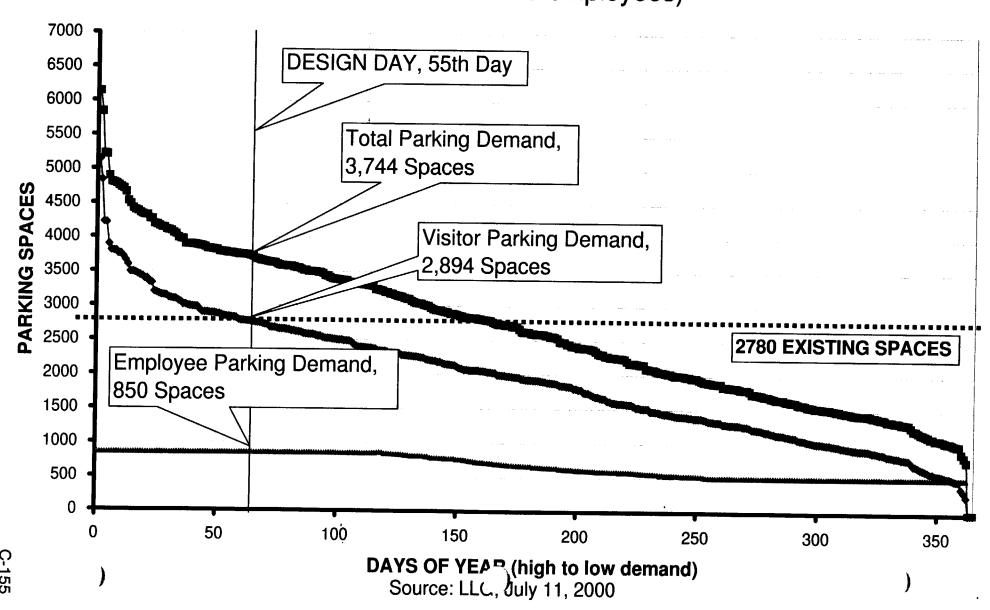
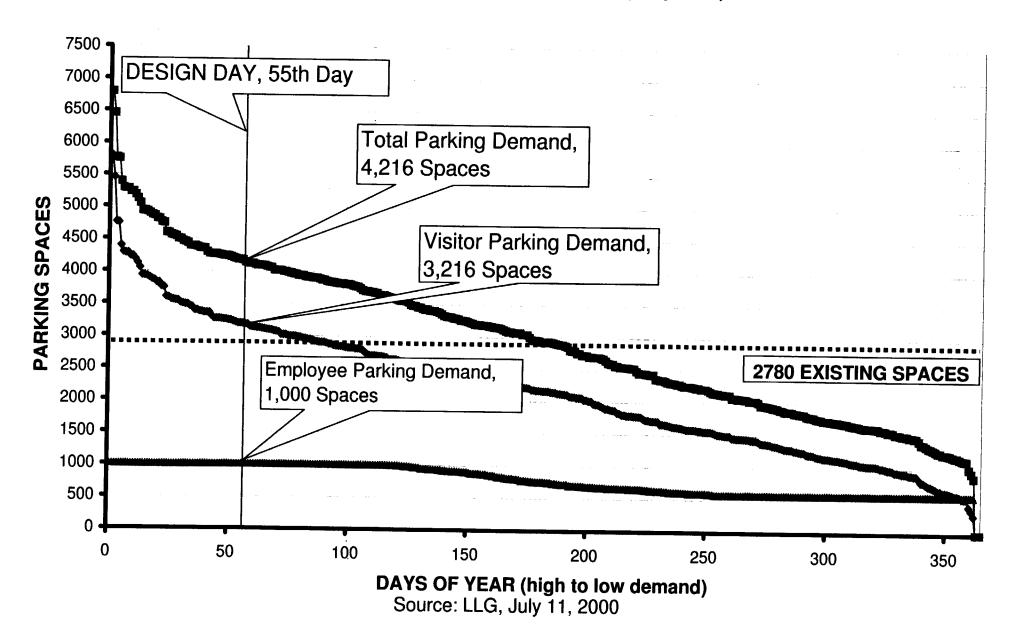
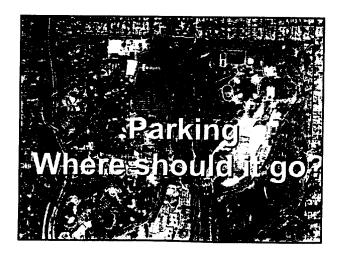
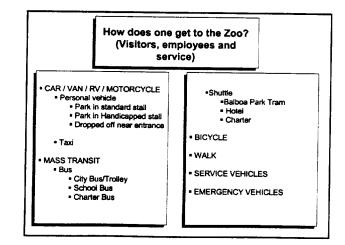


Exhibit 4: Forecasted Zoo Parking Demand - 2020

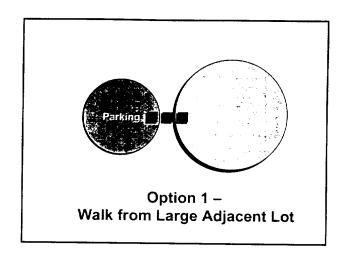
(4,830,000 Annual Visitors, based on the peak hour of on-site visitors and employees)

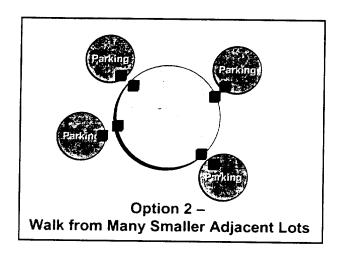


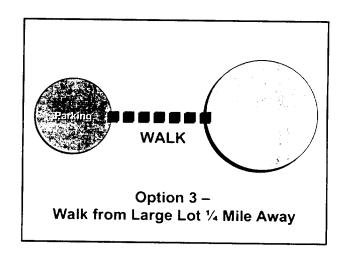


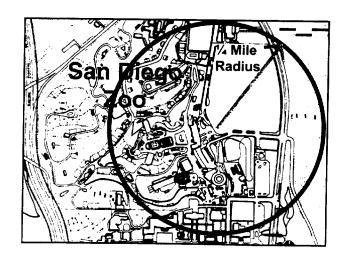


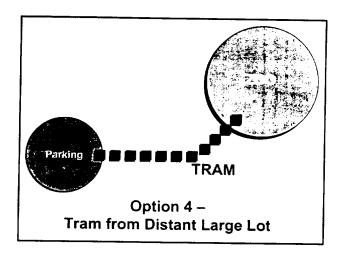


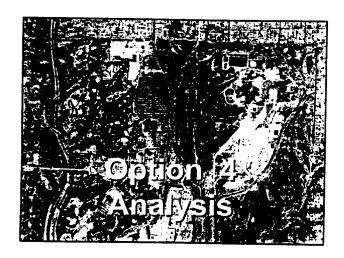






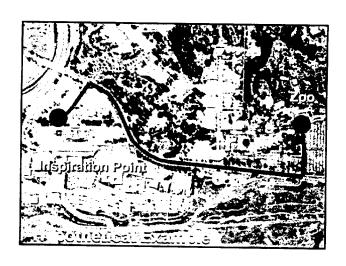


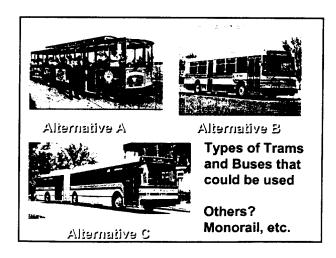


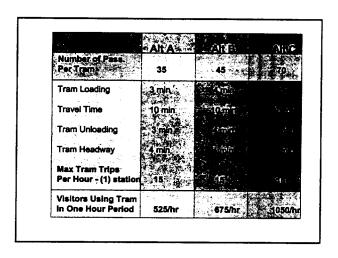


Current Numbers No. of Summer Weekday Admissions per Hour = 2100 No. of Summer Weekend Admissions per Hour = 2400 No. of Summer Weekday Exits per Hour = 2600

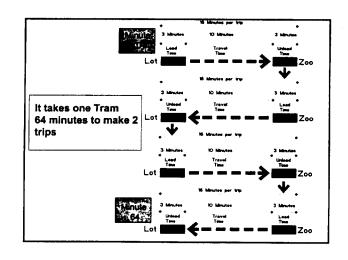
The "Design Day" number we will use will be 2642 Peak Visitors per hour. This will be exceeded 55 days a year. 2000 Number is 2642 peak visitors per hour 2010 Number is 3402 peak visitors per hour 2020 Number is 3836 peak visitors per hour ion Day, number closs not also into a that other Balboa Park user. Park in the existing Zoo lot.

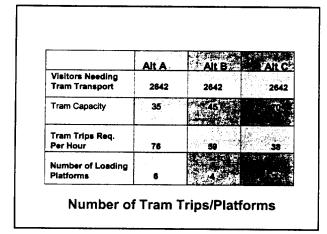


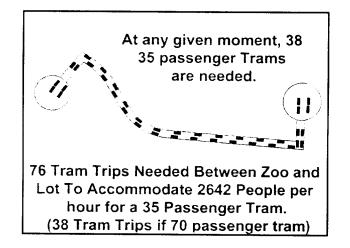


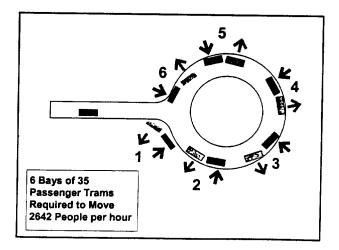


N	Alt A	Alt B
Number of Pass. Per Tram	35	45 70
Visitors Using Tram In One Hour Period	525	(- 676 e) 4076.
Equivalent Number of Parking Spaces	159	204 318









But with Headway and Logistic Constraints at Stations.... A More Realistic Max Number Of Tram Trips per Hour is 15.

Meaning only 525 People per Hour can be moved with 35 Passenger trams.

Stranding 2117 People.

This example assumes:
- No stops are made between Zoo and Lot
- People are only going between Zoo and Lot.
- Employee Parking is not included

What happens during off times?
How many trams is too many?
When does the park experience deteriorate?
What is maximum wait time for a tram?
Is it cost effective to run trams with small numbers of people in them?
What about trams to the rest of the park?
Is a combination of Options 1, 2 3 or 4 the best?

Balboa Park Master Plan and Central Mesa Precise Plan Goals and Policies

PARK AND RECREATION POLICY DOCUMENTS

Policy documents: Overarching vision and guidelines for the Park and future development

Created by City staff and the community

Used by staff and the community to: Plan for future projects, phase projects, fund projects

POLICY DOCUMENTS PROVIDE

Goals: Overarching vision of the Park Policies: Objectives to achieve the goals

Recommendations: Details to achieve the policies

1989 BALBOA PARK MASTER PLAN

To give definition and guidance to the future development of Balboa Park

Six Goals (the Vision)

- 1. Create within the Park a more pedestrian oriented environment
- 2. Improve public access to the Park through an improved integrated circulation system, de-emphasize the automobile while increasing public access
- 3. Preserve, enhance and increase free and open park land
- 4. Restore or improve existing buildings and landscapes
- 5. Preserve and enhance the mix of cultural recreational uses
- 6. Preserve the Park as an affordable park experience for all San Diegans

Policies (Objectives to Achieve the Goals)

Land Use

Circulation

Architecture and Landscape Design

Horticulture

Historical Preservation

Safety and Security

Implementation

Key Land Use Policies

Free and open park: Land is a dwindling resource which must be protected and recovered from encroachments wherever possible

Parking: Parking areas will not be expanded and new parking facilities will not be located within the Park unless off-site parking, after having been tested, does not provide accessibility

Expansion: Will not encroach on open park land, landscaped areas or plazas

Key Circulation Policies

Accessibility: Shall be increased through alternative modes of transportation

Additional parking: Provide through off-site shared parking facilities that support transit and shuttle access

Key Architectural and Historical Policies

Views: Enhance major off-site and internal views

Architecture: Expansion will be designed to adopt appropriate architectural styles Preservation: Historical resources should be preserved, maintained and enhanced New construction: Should respect the historical and architectural character of the Park

1992 CENTRAL MESA PRECISE PLAN

To further define the goals and policies of the Master Plan Provide specific guidelines for Park policy, administration and design

Four Goals (the Vision)

- 1. Preserve cultural uses and open public park environment
- 2. Create a pedestrian oriented park with convenient accessibility
- 3. Preserve historical significance while meeting functional needs
- 4. Establish administrative excellence

Policies (Objectives to Achieve the Goals)

Land Use

Circulation

Architecture and Landscape

Management

Maintenance

Key Land Use Policies

Minimize building expansions in the Central Mesa

Develop cultural links with Centre City to provide off-site expansion

Recover open park land

Relieve peak hour densities by expanding cultural uses to underutilized areas

Key Circulation Policies

Maintain public accessibility

Reduce pedestrian and automobile conflicts

Reduce automobile traffic through the Central Mesa

Utilize a park tram system to move visitors

Use off-site parking and shuttle service on peak use days

Encourage public transit as a primary means of access to the Park

Key Architectural Policy

Improve south entry area for the War Memorial Building

·BALBOA PARK · CENTRAL MESA PRECISE PLAN



Precise Plan - Land Use

LAND USE

The goal of Central Mesa land use is to provide a wide variety of cultural activities within a public park environment.

Emphasis is placed on increasing open public park land wherever possible. Existing relationships between architecture and landscape and between cultural uses and public park activities give the Central Mesa's its unique character. Each use adds significance to the other and the need for each will increase as the city grows.

In order to preserve both cultural opportunities and an open public park environment, the following objectives should be adopted:

- Land for public park uses should be recovered from areas of the Central Mesa now used for parking, roads and restricted uses. Because there is a finite amount of land in the Central Mesa, future attendance growth in the park will require a greater amount of public open space to maintain the same quality park experience that exists today. Recovering land for public park uses will help provide a significant Park environment for future visitors to the Central Mesa.
- Park land to be converted for building expansions, roads, parking areas, or restricted uses should be minimized to preserve the historic resource and maintain existing relationships between the natural and built environment.
- Cultural institutions, organizations, and activities in the Park should be encouraged and supported. Cultural use of the Central Mesa benefits the public and contributes greatly to its significance and character. Cultural use of Central Mesa facilities should include both community group use and use by institutions and organizations with long term leases.
- A long range mechanism for the expansion of cultural activities to locations outside of Balboa Park should be established. When institutions and organizations outgrow their facilities they should be encouraged to expand their programs to Centre City. Cultural expansion outside the Park will facilitate long term unrestricted growth, preserve a park environment in the Central Mesa, and provide a wider range of cultural opportunities for a growing regional population.
- Outdoor public spaces should be designed to accommodate a wide variety of cultural activities and public park uses. In San Diego's mild climate a great number of cultural activities can occur outdoors. Locating appropriate cultural events in multiple use outdoor facilities will expand cultural opportunities while preserving a public park environment.



·BALBOA PARK·CENTRAL MESA PRECISE PLAN

Precise Plan - Land Use

• Visitor use of the Central Mesa should be more evenly distributed. Underutilized areas of the Park such as the Palisades, Spanish Village and Pepper Grove should be utilized in a way that will attract visitors and relieve high visitor levels on the Prado. Evening and weekday use along with winter season activities should be emphasized to relieve peak attendance pressure. Evening use of the Park will further increase public safety as desirable activities displace those that are undesirable.

The following table summarizes existing and proposed land uses for the Central Mesa. The changes that will occur as a result of implementing the Precise Plan are also shown.

LAND USE SUMMARY

LAND USE (in acres)	EXISTING	PROPOSED	CHANGE
Open Public Park Land	89	111	+22
Restricted Use Areas	33	19	-14
Roads and Parking Areas	54	45	-9
Buildings	17	18	+ 1

Objective:

Expand open public park land.

- Recover open public park land wherever possible. See Figure 35 for proposed open public park land.
- Replace roads, parking areas and restricted use areas, such as the archery range, with open public use park land wherever possible. The Organ Pavilion Parking Structure will be constructed prior to converting the Plaza de Panama and Palisades parking areas to plazas per the Balboa Park Master Plan.
- Mitigate land to be converted to building expansions, roads, parking areas and restricted use areas with an equal or greater area of recovered park land. See Figure 36 for proposed areas of recovered and converted open public park land.
- Discourage park uses and policies that restrict free public use of the Park.

·BALBOA PARK · CENTRAL MESA PRECISE PLAN



Precise Plan - Land Use

Objective:

Minimize all building expansions.

Recommendations:

- Expand historic buildings only to reconstruct missing historic features.
- Allow minimum expansion of non-historic buildings to enhance their relationship with historic surroundings with minimal disruption to existing open space. (Building expansion proposals are discussed in the Analysis section.) See Figure 37 for proposed buildings.
- Preserve existing building footprints wherever possible by increasing the efficiency of interior floor plans.
- Assess the feasibility of locating administrative and storage space offsite in order to increase exhibit space within existing building footprints.
- Explore the creation of shared use facilities in existing buildings or proposed building reconstructions.

Objective:

Minimize new roads and parking areas.

Recommendations:

- Reduce the need for new roads and parking areas by supporting and supplying efficient, economical, and convenient alternatives to automobile use to and within the Central Mesa.
- Expand new roads and parking areas only to facilitate new access or to replace parking areas recovered for open public park use. See Figure 38 for proposed roads and parking areas.

Objective:

Minimize new restricted use areas.

- Encourage uses of the Central Mesa that are free to the public and open to all without restrictions.
- Encourage restricted uses to relocate or to expand their facilities to other parks that are less intensive visitor use levels. See Figure 39 for proposed restricted park land.



BALBOA PARK CENTRAL MESA PRECISE PLAN

Precise Plan - Land Use

Objective:

Support and encourage cultural activities on the Central Mesa.

Recommendations:

- Actively encourage a wide diversity of cultural activities to take place on the Central Mesa.
- Offer assistance to institutions and community organizations that lease Park facilities.
- Encourage increased community involvement in cultural activities.
- Provide cultural opportunities through the development of educational programs.
- Maintain the existing mix of community uses (special use permits) and institution/organization uses (long term leases) throughout Central Mesa facilities.

Objective:

Develop a mechanism for cultural institutions and organizations on the Central Mesa to expand their facilities to Centre City and other areas.

Recommendations:

- Encourage cultural institutions and organizations in the Park to coordinate their long term development plans with the cultural elements of the Centre City Community Plan.
- Explore the option of creating satellite locations in Centre City when Parkinstitutions and organizations project their growth will exceed the capacity of their present facilities.
- Coordinate the development of a cultural link between the Central Mesa and Centre City with the proposed San Diego Bay to Balboa Park link project.

Objective:

Create new outdoor public spaces to support expanded cultural activities throughout the Central Mesa.

- Create spaces that can accommodate both cultural events and public park uses. See Figure 40 for proposed multiple use outdoor spaces.
- Provide outdoor public spaces with equipment that will emphasize flexibility and multiple uses including removable seating, tents, platforms, sound and lighting equipment.

·BALBOA PARK · CENTRAL MESA PRECISE PLAN



Precise Plan - Land Use

Objective:

Distribute visitor activities throughout the Central Mesa to reduce reliance on existing high use areas.

Recommendations:

- Expand intensive visitor uses to underutilized areas of the Central Mesa.
- Expand outdoor activity spaces in the Palisades to relieve future attendance pressure on the Prado.
- Increase public access hours at the House of Pacific Relations to best utilize facilities.
- Revitalize Spanish Village to increase cultural opportunities and visitation to the North Prado.
- Create a new outdoor public activity center between the Centro Cultural de la Raza and the proposed Worldbeat Center to expand use of the southeast Central Mesa area.
- Explore options for maintaining maximum public accessibility to the proposed Japanese Garden.

Objective:

Increase winter season and evening use of the Central Mesa to reduce peak summer season, weekend and daytime uses and increase the accessibility of cultural opportunities.

- Encourage institutions and organizations to expand their hours to include evenings whenever possible.
- Schedule special events in outdoor public spaces during evening hours to encourage maximum use of facilities.
- Encourage the expansion of evening activities in Spanish Village and the House of Pacific Relations.
- Encourage year round use of the Central Mesa through scheduling of events and activities in improved outdoor facilities that can be tented.

ZOO/PRADO COMPARISON 1999

	San Diego Zoo	Prado Area Attractions
Visitor Attendance Visitor Parking Needs Employee Parking Needs	3.3 million 2200 <u>800</u>	3.47 million ● 2313 <u>867</u>
TOTAL PARKING NEED	3000	3180

not included (see list below)

Balboa Art Conservation Center
Casa de Balboa
Centro Cultrual de la Raza
Civic Light Opera Association
Floral Association
House of Pacific Relations
United Nations Association
Puppet Theater
Balboa Park Club
Spreckels Organ Society
Spanish Village
Veterans Memorial Center
World Beat
The Carousel

CURRENT NEED

Zoo/Prado 6180 Balboa Park 2538

(Open Space User)

TOTAL

8718 •

Not including Balboa Hospital 1800 spaces

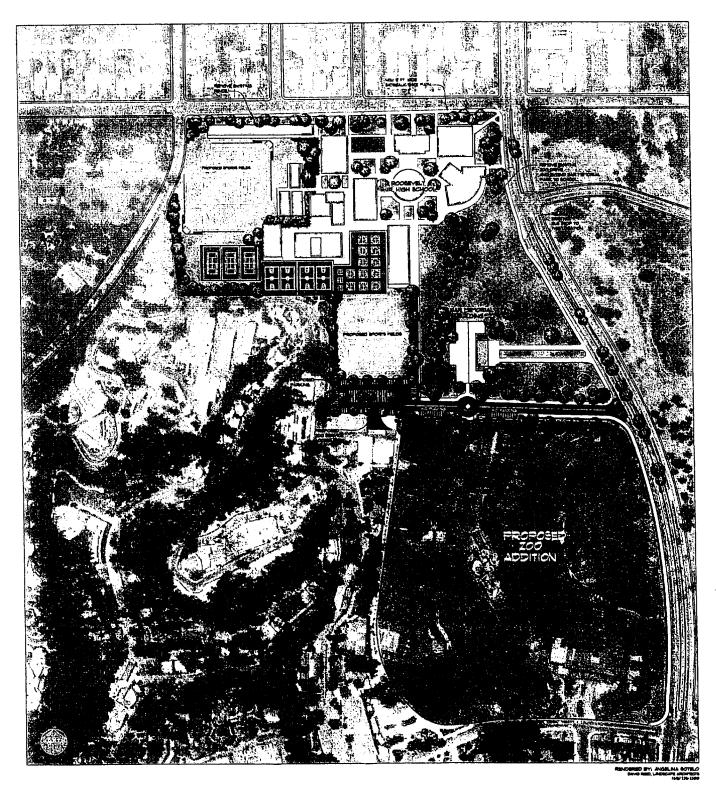
CURRENT DEFICIT

Total Existing 6600 spaces
Current Need 8718 spaces

CURRENT DEFICIT 2118 ●

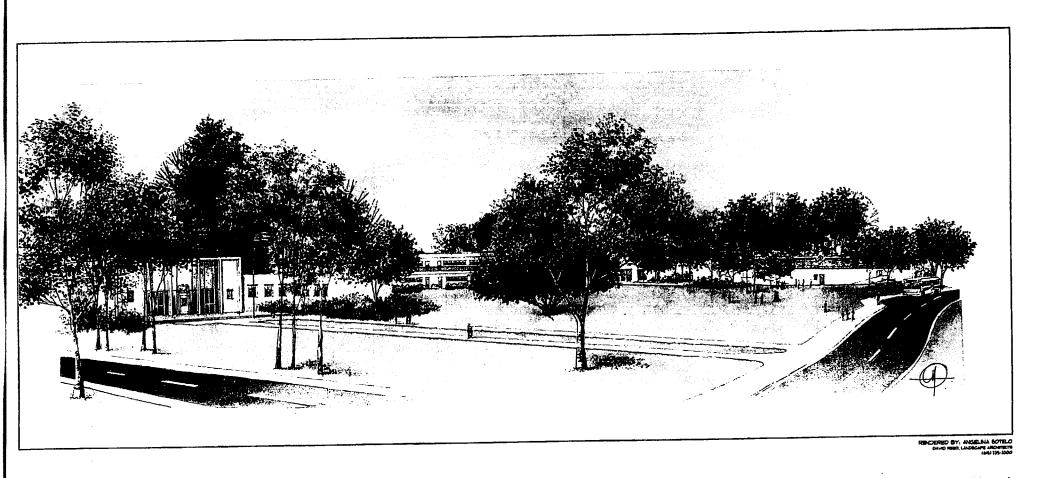
Not including Balboa Hospital 1800 spaces

Survey produced & distributed by David Brennan. Analysis (and any mistakes) by Mick Hager.

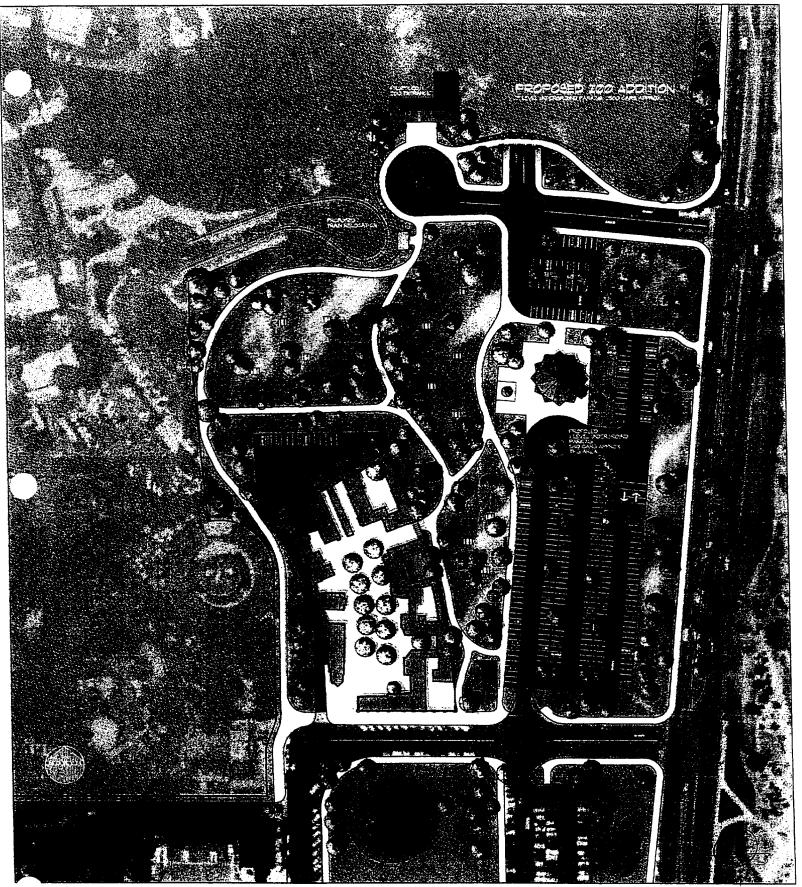


PROPOSED ROOSEVELT JR. HIGH SCHOOL/WAR MEMORIAL SITE PLAN

SCALE |"=100"-0

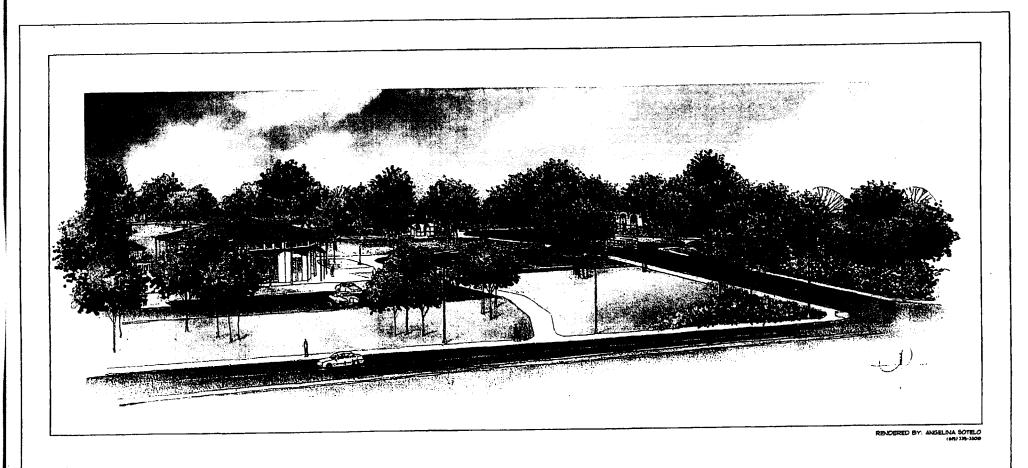


PROPOSED ROOSEVELT JR. HIGH SCHOOL/WAR MEMORIAL PERSPECTIVE VIEW

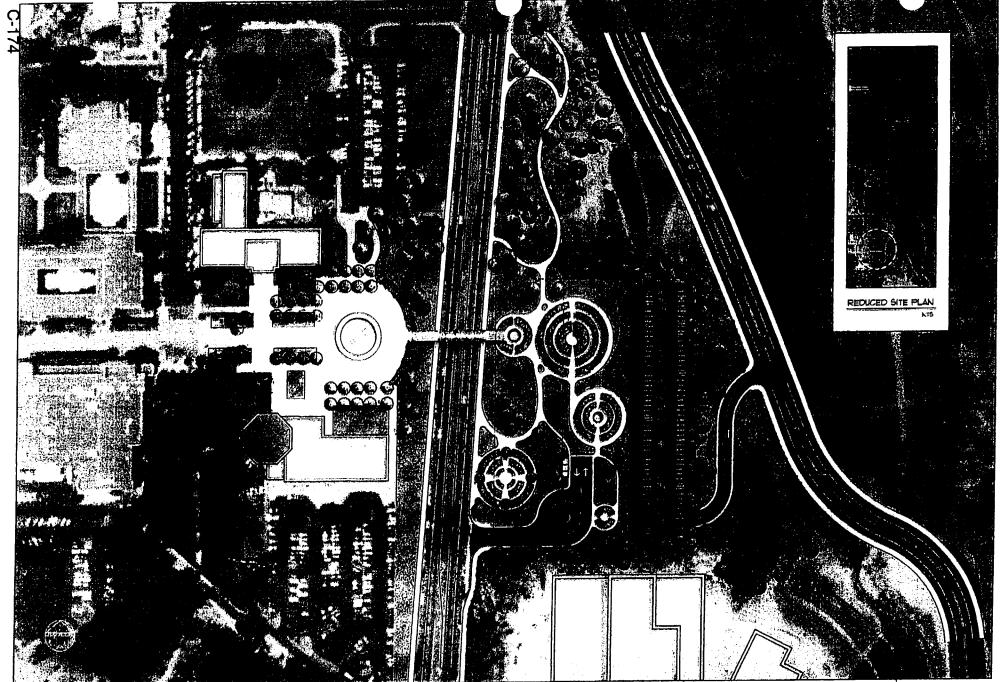


RENDERED BY: ANGELINA SOTELO

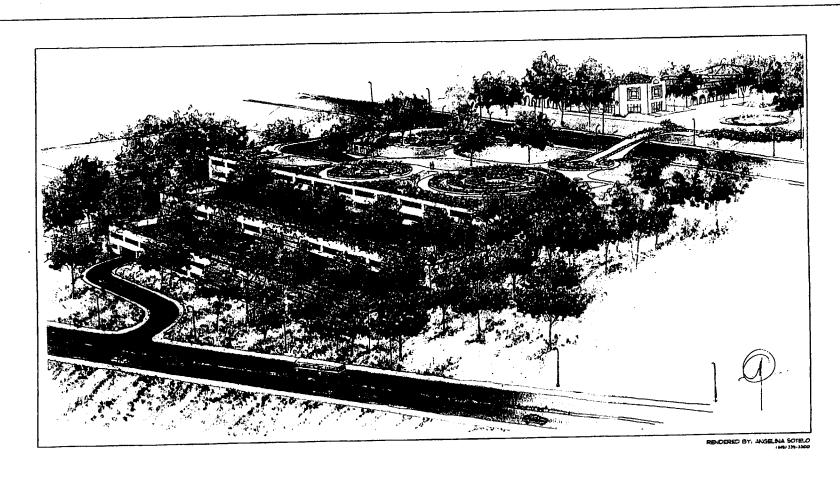
PROPOSED PARK AND ZOO ENTRANCE



PROPOSED PARK AND ZOO ENTRANCE PERSPECTIVE VIEW

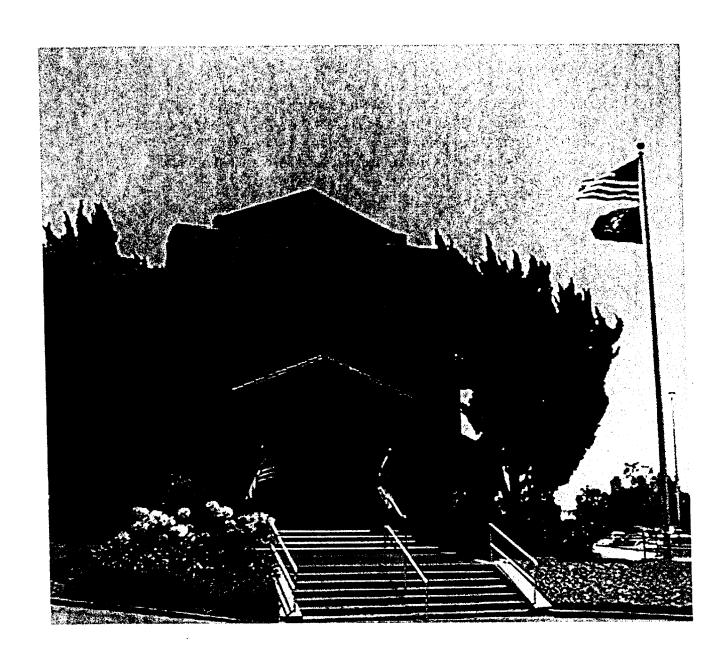


RENDERED BY: ANGELINA SOTEL



PROPOSED PARKING STRUCTURE AND ROSE GARDEN PERSPECTIVE VIEW

Veteran's Memorial Center, Inc.



2115 Park Blvd. San Diego, CA 92101

THE VETERAN'S MEMORIAL CENTER, INC.

ESTABLISHMENT

As authorized by the San Diego County Board of Supervisors on December 15. 1987, the Veteran's Memorial Center, Inc. (VMC) was established as an activities center for veterans on March 13, 1989, at the site of the former San Diego Naval Hospital Chapel. On September 9, 1988, its name was certified by the California Secretary of State. The VMC also has been doing business as the Veterans Memorial Center and Museum because of its significant function as a repository for veteran-related memorabilia.

CHRONOLOGY

- 1945 Building was erected as a chapel for the Naval Hospital and served as such until 1988. It is approximately 12,000 square feet in size surrounded by 15.6 acres of land that includes parking lots.
- 1986 (07/09/86) Park and Recreation Board's Naval Hospital Ad Hoc Committee recommended retention of the chapel for use by veterans.
- 1987 (12/15/87) County Board of Supervisors resolution, under auspices of San Diego County United Veteran Council, authorized acquisition of Naval Hospital Chapel and designation as Veterans Memorial Center (VMC).
- 1988 (09/07/88) California Secretary of State certified name of VMC as "Veteran's Memorial Center, Inc."
- 1989 (03/13/89) VMC Articles of Incorporation as a non-profit corporation under Section 501(c)(3), IRS Code endorsed by California Secretary of State.
- 1992 (07/27/92) Site lease between the city and the VMC approved by the City Council for a period of 25 years with option to extend to 50 years.
- 1995 (023/08/95) IRS confirmed 501(c)(3) status in effect.
- 1996 (05/27/96) Vietnam Veterans Peace Memorial (dedicated to San Diego County veterans who died in Vietnam) was relocated and rededicated at the VMC site.

ROLES and FUNCTIONS

The VMC in its principal role as a center for veterans activities performs the following functions in support of the veteran, education, business and active duty military elements of the San Diego community:

- Memorializes the service to our country by U.S. and allied veterans of all uniformed services in all wars and conflicts in this century.
- Offers support to the education community by enhancing the students' knowledge of the outstanding historic role of the U.S. military in our country's national and world-wide achievements. Fifth grade students attend history classes presented by veterans 3 afternoons a week. Junior and senior Reserve Officer Training Corps student activities are increasing.
- Serves as an auxiliary information center for veterans in support of city, county, state and federal veterans authorities.
- Provides for conducting solemn, patriotic ceremonies and parades.
- Provides facilities and support for "Eagles Wings", a monthly bereavement service for families and friends of deceased veterans. Each month an average of 270 veterans are interred in the county.
- Provides accommodations for various special events such as retirements, birthdays, anniversaries, and fund-raisers.
- Provides for both permanent and temporary display, care and maintenance of exhibits (memorabilia, artifacts and military equipment).
- Provides office space for: the "Veterans Journal"; the veterans voice in San Diego County; Vietnam Veterans of America; and the "Eagles Wings" bereavement outreach program.
- Accommodates monthly meetings of The United Veterans Council of San Diego County and the Veterans Advisory Council for County Board of Supervisors and the VMC Board.
- Accommodates periodic functions of allied veterans from; Korea, Philippines, Russia, Britain, France, Mexico and others.
- Supports conduct of a yearly weekend Grand Military Encampment, an educational Civil War re-enactment. (Average attendance 20,000.)
- Supports conduct of the annual Veterans Day Parade. (Approximate 2,000 participants and 40,000 attendance.)
- Sponsors presentations by veterans on U.S. military historical events to approximately 5,000 students a year at local schools.

SUPPORTERS and AFFILIATES

The VMC is supported by official entities at the city, county, state and federal levels. The VMC also enjoys the support and affiliation of forty nine (49) veteran or veteran-related organizations. They provide varied and effective support to the VMC in accordance with their particular interests and capabilities.

- 1. Air Force Sergeants Association
- 2. All Airborne/82nd Division
- 3. American Ex-POW
- 4. American Legion
- 5. American Legion Auxiliary
- 6. AmVets
- 7. Association of the US Army
- 8. Blinded Veterans Association
- 9. China, India, Burma Veterans
- 10. Chosen Few
- 11. Distinguished Flying Cross Society
- 12. Disabled American Veterans
- 13. Drill Instructors Association
- 14. Fleet Reserve Association
- 15. French War Veterans Retired their colors at the VMC
- 16. Gold Star Mothers
- 17. Gold Star Wives
- 18. Hammer Club
- 19. Jewish War Veterans
- 20. Memorial Day Committee
- 21. Merchant Marine
- 22. Military Order of the Purple Heart
- 23. Military Order of World Wars
- 24. National Association Uniformed Service
- 25. National Forget-Me-Not Association
- 26. National Military Family Association
- National Navy Officers Association
 Naval Enlisted Reserve Association
- 20. Navai Ellisteu Reselve Associatio
- 29. Naval Order of the United States
- 30, Naval Reserve Association
- 31. Navy League of the United States
- 32. Navy Nurse Association
- 33. Navy Wives Club of America
- 34. Non-Commissioned Officers Association
- 35. Paralyzed Veterans of America
- 36. Pearl Harbor Survivors Association
- 37. Reserve Officers Association
- 38. The Retired Officers Association
- 39. San Diego Stars & Stripes #36
- 40. San Diego Veterans Association
- 41. TROA Presidents Council
- 42. United States Naval Academy Alumni Association
- 43. United States Sub-Vets WWII
- 44. Veterans of Foreign Wars
- 45. Vietnam Veterans of America
- 46. Vietnam Veterans of San Diego
- 47. WAC Veterans Association
- '48. Women in Military Service for America
- 49. Woman's Overseas Service League

- 3 -



ASIA

10 Aug 00

STEWARDSHIP & QUALITY OF LIFE

Zoo Working Group

ASLA National Mission Statement:

The American Society of Landscape Architects mission is to lead, to educate and participate in the careful stewardship, wise planning and artful design of our cultural and natural environments.

The San Diego Chapter of ASLA endorses the majority of the charrette goals because the goals incorporate good planning and design principles and are in accordance with ASLA National's Policy Statements. However, there are a few additional goals that follow ASLA National Policies that ASLA would like the working group to consider for the charrette:

STEWARDSHIP

Public Domain Lands (Pol. A103--1967)

ASLA favors the retention in public ownership of lands with high value to the public and supports initiatives to manage public lands to achieve multiple use objectives.

<u>Goal</u>: • Balboa Park land is public and therefore should be used for the greatest public good.

Open Spaces (Pol.A301--1962)

ASLA believes that strong planning and implementation measures are needed for the future provision or preservation of open spaces within and on the outskirts of our urban areas. The Society urges authorities at federal, state, county and municipal levels to seize every available opportunity to meet the requirements for park, recreation, conservation, and scenic areas in and around our cities.

Goals: • Preserve park open space.

 Encourage the acquisition of additional public park land, not the loss of public park land. Park requirements are currently not being met in the central San Diego area and as the density of neighborhoods adjacent to Balboa Park continues to increase, the usage of Balboa Park will also increase.

Preservation of Historic Sites (Pol.A305--R1984)

ASLA considers that efforts to preserve qualified historic resources should be encouraged and led by the state, local and federal governments, depending on the comparative significance of particular sites or areas. The Society believes that development of historic sites should be compatible with themes coming from the sites themselves and the values being preserved.

- <u>Goals</u>: Preserve the carousel, miniature railroad and War Memorial Building as historic sites. The preservation of these elements is fundamental to this policy.
 - Implementation of the Central Mesa Precise Plan or any redesign of these historic sites must adhere to this policy.
 - The existing Zoo entry is not compatible with existing Balboa Park historic themes, and ASLA encourages the Zoo to utilize the historic architectural themes of the Park when designing a new entry.

SAN DIEGO

AMERICAN
SOCIETY OF
LANDSCAPE
ARCHITECTS
P.O. BOX 33510
SAN DIEGO

CA 92163-3510 (619) 283-8818

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STEWARDSHIP (Continued)

Wildlife and Wildlife Habitat. (Pol. A307--1988)

ASLA is committed to the principles of protecting wildlife and wildlife habitats. The Society recommends action to integrate the principles of land use planning and design with the principles of wildlife and wildlife habitat protection whenever possible. The disciplines of landscape architecture and wildlife management apply similar principles to planning for the beneficial use of the land. Each supports an awareness of and appreciation for wildlife, wildlife habitat and their value to man. The Society therefore urges the identification and application of planning and design principles within promote the enhancement, protection and management of landscapes that support wildlife.

- Goals: Preserve Florida Canyon (including hillsides adjacent to Park Boulevard) because it is a unique remnant of native habitat in the urban core that includes a variety of habitats (wetlands and coastal sage scrub) that support the endangered California gnatcatcher. This area is also identified as MSCP preserve. ASLA could not support any encroachment into the canyon or loss of existing open space (including disturbed or degraded habitat) in Florida
 - Implement the component of the Balboa Park Master Plan which eliminates Florida Canyon Drive, restore and enhance the native habitats and improve trails.
 - Use the unique environment of Florida Canyon as an opportunity to educate the public about the natural history of San Diego. It is particularly important for inner-city residents who have limited opportunities to access wilderness areas outside the city.

Encroachment of Park Lands. (Pol.A401--R1984)

ASLA opposes any use of park land which deviates from the original purpose for which it was acquired. The Society opposes the construction of freeways or other non-park roads facilities and buildings or other structures excepting those roads and structures necessary for administration or the public's increased enjoyment of such areas. In these instances, park structures should be inconspicuous. The Society believes park lands should be held in public trust for this and succeeding generations.

- Goals: Honor that Balboa Park was established in 1868 as a completely open space park, with facilities limited to carriage trails with viewpoints towards the surrounding mountains and bay.
 - Do not continue the history of encroachment on the park. ASLA recognizes that many of the buildings and uses in the park contribute to the cultural and recreational needs of the city. However, ASLA believes the application of this policy is even more important now that open space in the park is so limited. Existing park open space should not be used for creation of new roads, parking lots or buildings.
 - Implement parking and circulation improvements identified in the Balboa Park Master Plan.
 - Improving pedestrian access and public transportation in and around the park are fundamental to improving circulation. The City must recognize that the addition of parking and roads is not the only solution to improving public access to the park.

QUALITY OF LIFE

Conservation of Fine Scenery (Pol.B101--R1991).

ASLA urges conservation of natural scenery. Such conservation requires the protection of features of special interest from the damages done to them by ill-considered efforts to make them accessible, or by the encroachment of any non-conforming uses.

<u>Goal</u>: • Preserve the long distance views on the east side of Park Boulevard. This view corridor is a rare opportunity for long views within the urban core. This area has a great sense of openness that provides much-needed relief from the built environment. Views for both pedestrians and people in vehicles should be preserved.

Street Trees (Pol.B102--1991)

ASLA urges the planting of trees in pubic streets where conditions are or can be made suitable for the purpose and according to approved tree planting plans. Mounting evidence of the role of trees in cooling urban heat islands and combating global warming add to the important aesthetic role that trees play in making cities livable.

Goal: • Preserve and enhance Park Boulevard's rare tree-lined parkway in the urban core .

Scenic Roads and Parkways (Pol.B104--R1990)

ASLA believes that scenic roads and parkways should provide visual, intellectual, and physical access to and through areas of special scenic, natural, and historical interest. These routes of pleasurable travel should be planned and managed to preserve the landscape's natural and cultural integrity and character, ecological and social processes, and esthetic and cultural values.

Goals: • Maintain and enhance existing scenic view corridors

- Locate any new structures with setbacks from Park Boulevard similar to the Natural History Museum, and provide sufficient plant material for screening purposes.
- Plant trees in the zoo parking lot to meet City of San Diego standards.

Public Affairs (Pol.B201--R1984)

Art Commissions and Other Reviewing Authorities. ASLA recommends that all proposals for new public work and changes in existing public properties be submitted, prior to construction, to a disinterested public body formed for the purpose of judging the artistic merits of the proposals. Such bodies should be empowered to review and advise upon the design, placement, and general treatment of any publicly owned improvement.

Goal: Continue public involvement in the design process for any proposed expansion of <u>any</u> facility in Balboa Park. ASLA encourages the City of San Diego and the San Diego Zoological Society to continue to engage the public as part of the process of any proposed expansion of the zoo. ASLA has been honored to be a participant in this public working group process.

Designed Projects of National Significance. (Pol.B207--R1984)

ASLA believes that there are sound, proven criteria to be applied in judging design quality and effectiveness to be applied in any review of nationally significant design projects. These reviews should evaluate the ultimate public benefit of a particular design while addressing the issues of basic design quality, suitability and effectiveness.

<u>Goal</u>: • Set a new high standard for any type of project in San Diego. If the San Diego Zoological Society moves forward and submits a project, the project should be designed in such a manner that all citizens of San Diego will be proud of the project, and that the project sets a new standard for design and for public participation for projects within the San Diego region.

ZOO COMPARISONS

In one of the Working Group meetings, someone asked how the San Diego Zoo compares with other zoos on entry fees and if other zoos have similar relationships to city parks. I did a quick internet search of some zoos around the country. This is not definitive research but just a quick compilation of information from zoo web pages!

Lincoln Park Zoo, Chicago

- Founded in 1868
- Chicago Park District provides partial operating support; 2/3 private funding
- Free admission
- Free weekend summer trolley service (jointly sponsored by zoo, historic society and natural history museum) to 4 nearby private parking garages and nearest EL train station.
- In the top 5-10% of zoos for number of projects and financial support of international conservation. Specializes in small population conservation.

Cincinnati Zoo

- Founded 1875, National Historic Landmark
- Originally private, now owned and operated by zoological society
- \$11 adults, \$8.50 seniors, \$5.50 ages 2-12, parking \$5, \$1.75 tram ride
- Center for Research of Endangered Wildlife (CREW) has 18,000 square foot research facility with frozen genome plasma of many endangered species. Conservation species in zoo are cheetah, mountain gorilla, Guam rail and blue and gold macaw.

Philadelphia Zoo

- Founded 1873, operated by zoological society, perpetual lease from Park Commissioners
- Average daily attendance, 1000 people
- \$10.50 adults, \$8 seniors & children, \$6 ages 2-4
- Conservation element is "PECO" primate research focus with eleven primate species.

Phoenix Zoo

- Privately owned. Largest non profit, non-tax supported zoo in U.S.
- Located in a city park (leased?)
- \$8.50 adults, \$7.50 seniors, \$4.25 children, \$2 tram ride
- Participates in 31 Species Survival Programs of the American Zoological Association. Has
 more than 200 endangered animals. Has breeding programs for Mexican wolf and other
 endangered Arizona species and works with Arizona. Dept of Fish and Game to reintroduce
 species.

Los Angeles Zoo

- Located in 113 acres of Griffith Park (L.A.'s "Central Park"); annual attendance 1.4 million
- \$8.25 adults, \$5.25 seniors, \$3.25 ages 2-12
- Conservation programs began with Arabian oryx and now participants in the California condor breeding program.

Central Park Wildlife Center, Central Park, New York City

- \$3.50 adults, \$.50 children
- Renovated historic zoo is now a wildlife center with conservation focus. A new entry now connects to parking and subway station outside the park.

Bronx Zoo

- \$9 adults, \$5 seniors and children and lower winter rates
- 265 acre park most comparable to San Diego Zoo of ones on this list
- Largest breeding program for the lowland gorilla

San Diego Zoo

• \$18 adults, \$8 ages 3-11 (plus other package admissions)

THE PROPOSED BALBOA PARK MASTER PLAN AND PRECISE PLAN AMENDMENTS AND THE ZOOLOGICAL SOCIETY OF SAN DIEGO LEASEHOLD EXPANSION

DESIGN CHARRETTE

August 12, 2000

Problem Statement

The San Diego Zoological Society has requested consideration of additional space. What design options would best integrate the needs and interests of the Zoo, other Balboa Park institutions, users and neighbors, and the San Diego Community at large?

The following goals have been prepared to help guide you through the design process. The plans developed by your team should attempt to fulfill as many of these goals as possible. They are NOT listed in any particular order.

Charrette Goals

The design solutions should:

- 1. Maximize the pedestrian environment.
- 2. Create a strong link between the Zoo and the Prado.
- 3. Reduce pedestrian and automobile conflicts.
- 4. Add more parking for the Zoo.
- 5. Add more parking for the entire Balboa Park Central Mesa.
- 6. Consider shared parking opportunities
- 7. Minimize automobile congestion.
- 8. Improve access for alternative (to the automobile) transportation systems.
- 9. Create a pedestrian and automobile circulation system that is logical and easy to understand.
- 10. Provide more space for the Zoological Gardens.
- 11. Maximize the preservation and/or creation of free and open park land.
- 12. Respect existing biological resources.
- 13. Respect existing visual resources.
- 14. Minimize visual impacts to the surrounding community.
- 15. Minimize traffic impacts to the surrounding community.
- 16. Respect existing historical resources.

The Charrette Process

The Working Group will break into pre-assigned teams of seven. The community atlarge and Working Group alternates will break into teams of ten. Reference sheets will be provided that summarize the critical information presented to date. Each team will develop design ideas that respond to the following questions. You are not limited to these questions and may add additional questions.

LAND USE ISSUES

- 1. Where could the San Diego Zoo land use needs be accommodated?
- 2. How could it relate to the rest of the park?
- 3. Where can new free and open park land be located?

PARKING AND CIRCULATION ISSUES

- 4. Where could parking facilities be located in the park to serve both the zoo and entire park?
- 5. How does one access the parking facilities by car?
- 6. How could one get from parking facilities to their park destinations (zoo, museums, theaters, etc.)?
- 7. How could mass transit options be integrated into the design solutions?

You will be given two hours to develop design ideas that respond to the questions listed above. Each team will be provided with series of tools to help you develop the ideas. These will include cardboard templates at the scale of your provided base map. These templates will include various parking lot and parking structure options, acreage, and distance templates. The Goals listed in the Problem Statement will be used to evaluate each team's ideas.

Using the tools, maps, pens and paper provided, each team will draw their solutions on paper. We will then place each team's ideas on boards around the room.

After lunch, a spokesperson from each team will present the ideas their team developed. Each team will be allowed 5 minutes for their presentations.

After the presentations, each team's alternatives will be discussed by the entire group and evaluated based on the Goals. General public input will close the charrette.

DESIGN CHARRETTE

Summary of Zoological Society Information and Parking and Access Information August 12, 2000

During the last several months the Zoological Society has presented detailed reports and information on its space needs. This is a summary of some of the Zoo's information that may be useful for those participating in the design charrette. Related parking and access information is also presented.

If a more detailed explanation of the information in this handout is desired, please ask the Charrette organizer so that we may answer your question.

Zoological Society of San Diego

- A not-for-profit corporation, founded in 1916.
- Dedicated to the conservation of endangered species and their habitats, the Zoological Society engages in conservation, education and research work at its San Diego locations and at locations throughout the world.



Zoo Needs

At a Working Group Meeting, Douglas Myers, Executive Director for the Zoological Society was asked what the Zoo specifically needed from this planning process. His answer:

- 1) Additional space for expanding the animal & botanical exhibits to achieve research, education, and conservation goals.
- 2) Improved parking and access.

Further, in connection with the Working Group's purpose, the following planning opportunities have emerged:

- Strengthen the connection between the San Diego Zoo and Balboa Park.
- Allow for improvement of the landscape and gateway along Park Boulevard.
- Increase public green space and reduces asphalt.
- Address current and future parking needs of all of Balboa Park.

Zoological Society Leasehold Information

- ▶ Zoological Gardens 98.5 acres
- Parking Lot 25.5 acres
- ► Total acreage 124.0 acres
- ▶ 55 year lease, expires in 2034
- Separate lease for 3.8 acre miniature train; expires in September 2001.

Zoo Space Needs

The Charrette facilitator can provide you with a lengthy report that explains the current Zoo land use, calculation of space needs to implement the Bioclimatic Plan, and other information on the what and why of Zoo space needs. In this summary sheet only the conclusion is presented.

Total shortfall is 55.5 acres, but is reduced to only 30 acres if the existing 25.5 acre asphalt parking lot, which is already part of the Zoo's current leasehold, was used for exhibit space.

Knowing it is unrealistic to expect that the city of San Diego would lease an additional 30 acres of Balboa Park to the Zoo, the Zoological Society will:

- Continue pursuing methods of using the current leasehold more efficiently.
- Explore additional opportunities to use the Wild Animal Park, considering the climate and other limiting factors.
- Focus on exhibits for species that need the coastal climate of Balboa Park.
- Downscale some of the exhibit plans.
- Explore other options with the community.

Consideration of using the Zoo's parking lot for exhibits will require addressing the following issues:

- Replacement, and ideally increased, parking off-site to serve all of Balboa Park as well as the Zoo.
- Parking adjacent to the War Memorial building to serve users of that facility.

Balboa Park Central Mesa Parking and Access

Local population and tourism growth in the San Diego region and particularly in urban areas increases the user demand for Balboa Park, including in Central Mesa where many come to enjoy the cultural institutions, the open space, the recreational activities and the Zoo. This increased user demand requires a commensurate need for improved parking and access to Balboa Park. Information related to this need follows.

Projected Parking Needs

- For a typical, non-peak, busy day, assume the 2020 parking need totals 10.000 spaces for all Central Mesa - not including Naval Hospital. Of those 10,000 spaces, approximately 4200 spaces should ideally be walking distance to the Zoo and an additional 4200 spaces should be walking distance to museums/institutions (1000 spaces for employees/volunteers and 3200 for visitors in each case). The remaining approximately 1600 spaces should be generally convenient within Central Mesa. Important notes: This need is for a typical busy day, which means parking is only sufficient 85% of the year. An additional 2000 or more spaces utilizing shuttles will be needed 55 days a year for visitors and employees when the Park is in peak use.
- Disabled parking and access must be near destinations.
- Parking, transit stations and destinations should be linked by pleasant pedestrian pathways.
- Vehicle occupancy assumption for Zoo visitors is 3.3 persons/car; cultural institutions 3 persons/car.
- Parking need methodology assumes that full potential of visitor/resident market penetration in 2020 can only be achieved if transit/alternative access is increased from 10% to 27%.
- Estimated Current Central Mesa Parking Deficit: Zoo's current parking deficit of 400 spaces increases to 800 spaces by 2010 (only serves typical, non-peak, busy day). Assume similar current and 2010 parking deficit for museums/institutions and rough guess of up to 600 or more space deficit for other park users. Naval Hospital needs 1800 additional spaces to meet current needs, and 200 more in the future.

Parking Availability

- 6600 spaces current parking on Central Mesa (not including Naval Hospital).
- 7412 spaces parking available (not including Naval Hospital), assuming implementation of the organ pavilion parking garage as called for in the Central Mesa Precise Plan.

People Moving

- Parking more than 1/4 mile from destination requires people moving (shuttles etc).
- With one loading/unloading station at origin and destination, approximately 525 to 1000 persons can be moved in one hour, depending on vehicle size.
- Zoo now experiences peaks of more than 2500 visitors per hour entering or exiting on a typical busy day and this will exceed 3300 visitors per hour in 2020.
- Zoo visitors are typically family groupings with children, strollers, etc that effect the ease and userfriendliness of people moving.

Transit

- The Route 7 bus serves the Zoo and Balboa Park along Park Blvd.
- Trolley users must transfer to the Route 7 bus at 12th & C Streets; connection is not now user friendly but will be better with redevelopment at that location.
- Sample transit trips, one way from stated origin to the Zoo/Balboa Park:
 - 101 minute one-way trip, 1 transfer University Town Center 40 minutes one way trip, 2 transfers University Heights 59 minutes one way trip, 2 transfers Hotel Circle hotel
 - 64 minutes one way trip, 1 transfer Mission Bay hotel
- North Park Main Street Program is seeking feasibility funding for Historic Street Car line with an initial route along Park Boulevard that connects downtown with Balboa Park and North Park.